



Press Release

The Slim and Stylish ICD-TX650 from Sony Captures High Quality Audio Recordings



ICD-TX650

Hong Kong, October 9, 2014 – Sony today introduced its latest digital voice recorder ICD-TX650 for today’s business professional to capture high quality audio recordings. Sporting a sleek and compact body, the slim ICD-TX650 is only as wide as your thumb while packing with new features that ensure your recordings are crystal clear and play back realistic stereo sound.

True to its dedication to achieving the best audio quality and sound, the ICD-TX650 is equipped with a digital microphone that enables high quality digital recording. The recorder’s internal components have been optimised to achieve a powerful stereo sensation that belies its actual size.

Features that Deliver High Calibre and Reliable Recordings of Business Meetings

“Stereo Emphasis” is a new function available on the ICD-TX650, which allows users to accurately record audio with a sense of realism and depth, for easy recognition of the position of different presenters in the meeting room. With the compact built-in speakers, audio can be played back on the spot, eliminating the need to plug in headphones.

The ICD-TX650 also features one-push recording, a nifty function if you need to record a conversation at a moment’s notice. By simply pressing the “REC” button, recording will start immediately, even if the device is powered off. An operation indicator LED at the top of the device will also light up during recording. The ICD-TX650 can also be configured prior to your meeting to begin recording after a pre-set number of minutes.



On its easy-to-see OLED display, users can make use of “Scene Select” to choose the optimal recording settings to suit various scenes. With seven recording scenes available (Shirt Pocket, Meeting, Lecture, Voice Notes, Interview, My Scene 1 and My Scene 2), users can switch between and customise these recording scenes to instantly adjust settings such as microphone sensitivity to match the changing environment.

Easy-to-use and convenient playback features include:

- **Digital Pitch Control (Playback Speed Control):** “Digital Pitch Control” enables the playback speed to be sped up or slowed down without altering the natural pitch.
- **Easy Search:** The “Easy Search” feature enables audio to be fast-forwarded or rewound for a fixed number of seconds during playback.
- **Effect:** Special effects can be selected to enhance playback of Pop, Rock, Jazz, and Bass music.
- **Track Mark:** The “Track Mark” feature enables audio to be played from any desired position. By simply selecting “Track Mark” from the menu, you can add a track mark at the desired location in the file during recording, playback or when paused. This will enable the audio to be played back instantly from your marked location.
- **Auto Track Marks:** Track marks can also be set automatically at equal intervals of 5, 10, 15 or 30 minutes.

The built-in lithium-ion battery can be charged via micro USB for 15 hours of recording. The convenient 3-minute Quick Charge function provides an additional hour of recording.

The new digital voice recorder ICD-TX650 from Sony will be available from mid-October 2014 at HK\$1,280.

For customer enquiries, please contact Sony hotline service at (852) 2345-2966.

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

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Product specifications of Sony digital voice recorder ICD-TX650:

| Model | ICD-TX650 |
|----------------------------|---|
| General | |
| Built-in Memory | 16 GB |
| Built-in Microphone | Stereo |
| Recording Format | Linear PCM/MP3 |
| Playback Format | MP3/AAC/WMA/WAV |
| Battery Type | Built-In Lithium Battery |
| Dimensions (mm, w/h/d) | Approx. 20.0 x 102.0 x 7.4 mm |
| Weight (incl. batteries) | Approx. 29g |
| Headphone Jack | Yes |
| Charging | |
| USB Connection Charging | Micro USB |
| Quick Charge | 3 min recharge for 1hour recording |
| Battery Life for Recording | 15 Hrs (MP3 192kbps, MP3 128kbps, MP3 48kbps) 12 Hrs (LPCM 44.1kHz, 16bit) |
| Recording | |
| Max Recording Time | 715 Hrs (MP3 48kbps) 268 Hrs (MP3 128kbps) 178 Hrs (MP3 192kbps) 24 Hrs 15 Min (LPCM 44.1kHz, 16bit) |
| Frequency Response | 95-14,000Hz (MP3 48kbps) 95-16,000Hz (MP3 128kbps) 95 - 18,000Hz (MP3 192kbps) 95 - 20,000Hz (LPCM 44.1kHz, 16bit) |
| Features | |
| Display Type | OLED |
| Speaker Power Output | 90mW |
| Recording Features | Scene Select, Low-cut Filter, Voice Operated Recording, Recording Monitor |
| Playback Features | Digital Pitch Control (Speed Control), Noise Cut (Clear Voice), A-B Repeat, Easy Search, Alarm Playback, Date search function |
| Edit Features | Track Mark, Erase, Protect, Divide, Move File, File Copy, Folder Name Change |
| Supplied Accessories | USB cable, carrying pouch, start-up guide |