



Press Release

Run to the Rhythm with the New Smart B-Trainer™ from Sony *An all-in-one running device that personalises your running goals*



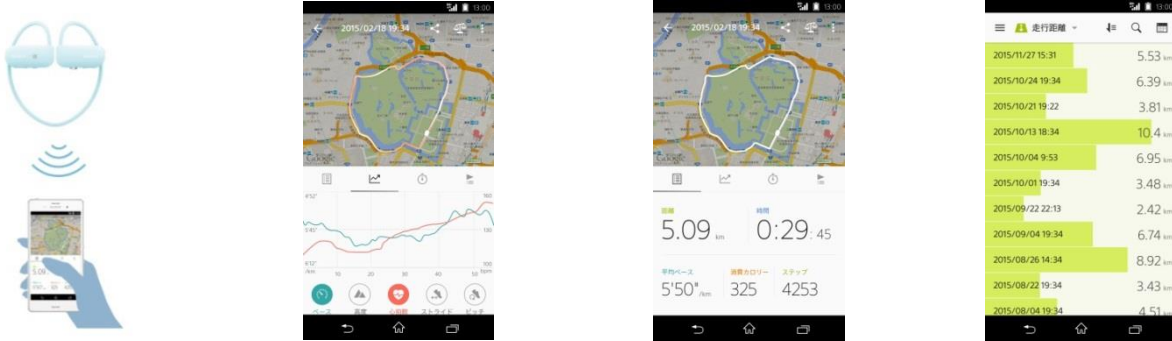
Hong Kong, June 5, 2015 – Sony today announced the new [Smart B-Trainer™](#), an all-in-one training device and application that literally motivates your exercise regime with its range of features, such as intelligent music playback based on heart rate¹ monitoring and a training plan to let you manually set running goals.

Developed with the modern runner in mind, the Smart B-Trainer™ comes in a neckband-style housing, and is non-slip to provide you the freedom to run as you like. This sports companion integrates Sony’s latest audio advancements with the latest sensor and software technologies to provide a holistic exercise experience. It consists of the SSE-BTR1 headphone-integrated device that is packed with six types of sensors – heart rate, acceleration, GPS, compass, gyro and barometer – and measures as well as records 11 types of running logs – heart rate, burned calories, distance, time, speed, pace, cadence, steps, stride, running route and elevation.

Based on a preset user profile and heart rate goal, the Smart B-Trainer™ measures your heart rate and automatically selects music for efficient training. Music tempo analysis is carried out by Sony’s 12 Tone Analysis technology, which extracts a variety of metadata through signal and statistical

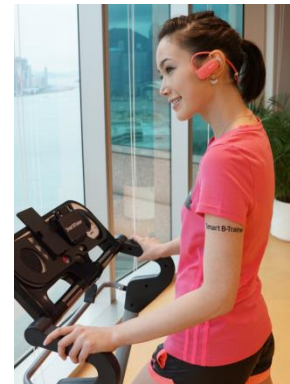
¹ Pulse measurement is the generally recommended method of determining your heart rate, which is a rough indicator of intensity of exercise. This device uses a built-in sensor to measure the pulse from your ear. Results of those measurements are used to monitor the amount of exercise done or for “heart rate training”. “Pulses” here expresses “heart rate” to make it easier for users to understand. Heart Rate Training is a type of training that uses the heart rate. You can see how hard you are exercising by looking at your heart rate during exercise. It is possible to achieve effective yet safe training results by managing and controlling the intensity of training based on your heart rate.

processing to analyse music waveforms. When your heart rate is higher than your targeted speed, a song with slower tempo will be automatically selected to guide you to slow down, and vice versa when your heart rate is lower than the targeted speed. Additionally, you can also adjust the tempo of the song to match your mood at the time of running².



Smart B-Trainer™ for Running³ is an app that enables you to manage running logs on your smartphone by looking back at graphs of past track records to give you a clearer picture of your training progress. After you finish a workout, you can transfer the running log to the app to view the results and easily look back on your track record through graphs and comparisons with past accumulated records, best records, and trends.

It also provides a training plan to fit your goals – be it to get in shape, build strength, or even to prepare for a marathon. After making your selection, send the plan to the Smart B-Trainer™ via Bluetooth® to begin training immediately. This plan offers a range of options, enabling you to manually set running goals for the day (time, distance, burned calories, pace, etc.), or select from theme-based trainings, such as “Fat burning training” or “to Endurance training”.



After completing your workout, transfer your running log to the Smart B-Trainer™ for Running app to view results. Easily compare your current session with past records through graphs and comparisons, assess your progress, and aim higher.

The built-in memory of 16GB⁴ stores up to approximately 3,900 songs⁵, so you won’t have to worry about running out of songs to listen to while exercising. The Smart B-Trainer™ has

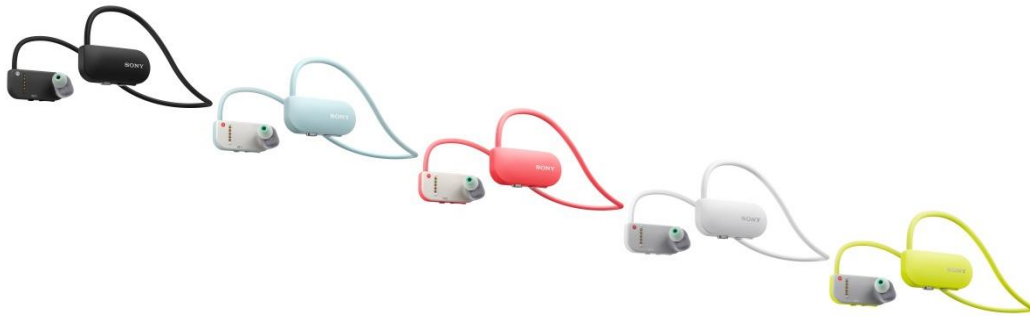
² Supported in the Basic Training Plan where you can set time and distance.

³ The Smart B-Trainer™ for Running app is available on Google Play and the App Store from June 2015. Display and features are slightly different for Android version and iOS versions. Only Android version app can be used without SSE-BTR1. An update for iOS version app is planned later in the year so that it can be used without the device.

⁴ This is the total capacity available including space for maintaining and managing measurement data, music, and audio data.

⁵ When only music is transferred to the built-in memory (calculated as 1 song = 4 minutes, 128kbps).

waterproof performance equivalent to IPX5/IPX8⁶, so you can use it in a swimming pool or run without the worry of sudden rain showers. Additionally, it can be used as a Bluetooth[®] headset to answer calls hands-free.



Available in five colours (yellow, light blue, pink, black and white), the all-in-one running device Smart B-Trainer™ from Sony will sell for HK\$1,980 from mid-June 2015 onwards.

Order Now

The Smart B-Trainer™ SSE-BTR1 is available for pre-order on Jun 5 – Jun 8, 2015 at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2345-2966. During the pre-ordering period, customers will receive an Oakley sports pack for free while stocks last.

For more information on the Smart B-Trainer™, please click [here](#) for the global website.

*AT refers to the gradual range between aerobic exercise and anaerobic exercise. The body starts to store lactic acid while exercising beyond AT and is less able to continue exercising.

Key features

Customisation / Race time forecast / Mapping / Training analysis / Logging / Pace reset / Mobile function**

**Applications are free of charge, but additional charges apply for a separate package for usage with a smart phone.

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

⁶ JIS waterproof protection class IPX8 (protection class against water immersion) shows that according to Sony testing conditions, a swimming earpiece was attached and submerged in 2.0 meter deep water for 30 minutes without damaging the product. JIS waterproof protection class IPX5 (protection class against a stream of water) shows that in conditions where a nozzle with an inner diameter of 6.3 mm was used to spray water from an approximate distance of 3 meters at 12.5 l/minute for more than 3 minutes, the main unit functioned normally even when sprayed directly with water from all directions. Liquids covered under waterproof protection are fresh water, tap water, sweat, and pool water. When using underwater, Bluetooth and some measurement functions (heart rate, pressure, GPS, etc.) will not function properly.

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 Smart B-Trainer SSE-BTR1:

General	
Memory	16GB (Available capacity may vary)
USB	Hi-Speed USB(USB 2.0 compliant)
Sensor	Heart Rate, GPS, Accelerometer, Gyro, e-Compass, Pressure
Water Resistance	IPX5/IPX8 (IEC 60529) or equivalent ^{*1}
Maximum Recordable Number of Songs & Time	MP3 128 kbps: 3900, Linear PCM 1411 kbps: 360
Operating Temperature	5 °C to 35 °C
Microphone	Monaural
Output	Frequency response 20 to 20,000 Hz (when playing data file, single signal measurement)
Weight	Approx. 43g
Audio Formats Supported	<p>MP3 Media File format: MP3(MPEG-1 Layer3) file format, File extension: .mp3, Bit rate: 32 to 320kbps (Supports variable bit rate (VBR)), Sampling frequency^{*7}: 32, 44.1, 48kHz</p> <p>WMA^{*8} Media File format: ASF file format, File extension: .wma, Bit rate: 32 to 192kbps (Supports variable bit rate (VBR)), Sampling frequency^{*7}: 44.1kHz</p> <p>Linear-PCM Media File format: Wave-Riff file format, File extension: .wav, Bit rate: 1411kbps, Sampling frequency^{*7}: 44.1kHz</p> <p>AAC^{*9} Media File format: MP4 file format; File extension: .mp4,.m4a,.3gp; Bit rate: 16 to 320kbps (Supports variable bit rate (VBR))^{*10}; Sampling frequency^{*7}: 8, 11.025, 12, 16, 22.05, 24, 32, 44.1, 48kHz</p>
Bluetooth Features	
Communication system	Bluetooth specification version 4.0
Output	Bluetooth specification Power Class 2
Maximum communication range	Line of sight approx. 10 meters (30 feet) ^{*2}
Frequency band	2.4 GHz band (2.4000 GHz - 2.4835 GHz)
Compatible Bluetooth Profiles	A2DP / AVRCP / HFP / HSP / SPP ^{*3}
Supported Codec	SBC ^{*5} / AAC
Power	
Power Source	Built-in Rechargeable lithium-ion Battery, USB power (from a computer via a USB Cradle of the player)
Recharge Time	Approx. 1.5 hours (USB-based charging)
Battery Life	<p>Training Menu Working GPS ON: Approx. 3hour / Approx. 4.5hour, GPS ON(Battery Saving Mode): Approx. 3.5hour / Approx. 5.5hour, GPS OFF: Approx. 4hour / Approx. 6hour</p> <p>Music playback only GPS ON: Approx. 3.5hour / Approx. 5hour, GPS OFF: Approx. 6hour^{*6} / Approx. 13.5 hour</p>

Remark	
Remark	<p>Features and specifications are subject to change without notice.</p> <ul style="list-style-type: none">*1 with swimming earbuds attached*2 The range may vary depending on the communication environment.*3 Bluetooth profiles are standardized according to the purpose of the bluetooth device.*4 Codec indicates the audio signal compression and conversion format.*5 SBC stands for Subband Codec.*6 Bluetooth streaming mode by A2DP*7 Sampling frequency may not correspond to all encoders*8 Copyright protected WMA files cannot be played back*9 Copyright protected AAC-LC files cannot be played back*10 Non-standard bit rates or non-guaranteed bit rates are included depending on the sampling frequency