

SONY

Press Release

Getting the High-Resolution Fashion Look Right with New Walkman® NW-A30 Series from Sony



Hong Kong, October 19, 2016 – Sony lets you enjoy your music in style with high-resolution fashion thanks to the debut of the Walkman® NW-A30 Series. Emphasising on fashion and individuality, the new Walkman® NW-A30 has an evocative and vivid design that is easy to relate to, making sure that it is a perfect match for anyone’s lifestyle. Couple that with immaculate audio clarity, intuitive user interface, and quality wireless playback, you’ll always be at the heart of the music you love with new Walkman® NW-A30.

The new High-res Audio Walkman® NW-A30 offers breathtaking audio on the move with a combination of premium audio technologies to ensure incredible quality for all your tracks, including support for DSD formats¹. It is equipped with five POSCAP™² capacitors that strengthen the power supply for the S-Master HX™ digital amplifier, cutting distortion and noise across a wide range of frequencies. Furthermore, the new Walkman® NW-A30 has two clock oscillators that are switched to provide optimal modulation for the sampling frequencies of each content – increasing the clarity of each sound and improving the sense of stereo, so that you can hear every breath, every drumbeat, every note.

¹ PCM Convert.

² POSCAP is the registered trademark of Panasonic Corporation.



High-resolution Walkman® NW-A35 in Lime Yellow

Conveniently portable, the new Walkman® NW-A30 is compact and weighs just 98g. It is also Bluetooth® (v4.2) and NFC-enabled so you can connect wirelessly to your speakers or headphones – free from the restraints of cables. The Walkman® NW-A30 is also optimised with an extended battery of up to 45 hours (MP3) or 30 hours (Hi-Res Audio) from a single charge, so that you can enjoy long hours of music in style just about anywhere you go.

Featuring an improved 3.1-inch touch-screen and intuitive user interface with side keys for convenient control, the Walkman® NW-A30 excels at usability. It is available in 16GB (NW-A35) or 32GB (NW-A36HN) built-in memory that is expandable with a microSD card to store large music libraries. It is best paired with the supplied Hi-Res Audio Digital Noise Cancelling in-ear headphones (NW-A36HN only) for reduced ambient noise.



High-resolution Walkman® NW-A36HN in Charcoal Black

The new High-res Audio Walkman® NW-A35 will be available in five eye-catching colours: Viridian Blue, Cinnabar Red, Charcoal Black, Lime Yellow and Bordeaux Pink at HK\$1,680. The NW-A36HN in Charcoal Black will be launched at HK\$2,580 from Mid-November 2016 – the perfect match for the h.ear series headphones.

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> and [Sony HK Facebook](#).

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Specifications of Sony Hi-Res Audio Walkman® NW-A35 and A36HN

Model Name	Walkman® NW-A35/A36HN
Colours	
Hi-Res Audio	
Memory Size	16GB (NW-A35) 32GB (NW-A36HN)
External Memory	microSD, microSDHC, microSDXC
Digital Amplifier	S-Master HX™
Audio Output	3.5mm Stereo Mini Jack
Output Power (JEITA 16Ω/mW)	35mW + 35mW
Display Size, Resolution	3.1-inch, WVGA (800 x 480 Pixels)
Bluetooth®	Bluetooth® v4.2 (SBC, LDAC)
NFC™	NFC™
FM Radio	87.5 to 108.0 MHz
Sound Enhancements	DSEE HX™, Dynamic Normalizer, ClearAudio+, Clear Phase, DC Phase Linearizer, VPT, 6Band equalizer
Noise Cancelling	Digital Noise Cancelling
Language Study	Yes (DPC Speed Control)
Battery Life (Max. Continuous Playback Time) (Approx.)	Noise Cancelling ON MP3 128kbps: 39hr FLAC 192kHz/24bit: 27hr DSD 2.8224MHz/1bit: 22hr Noise Cancelling OFF MP3 128kbps: 45hr FLAC 192kHz/24bit: 30hr DSD 2.8224MHz/1bit: 25hr
USB Charging Time	Approx. 4 hours
Supported Formats	MP3, WMA, FLAC, Linear PCM, AAC, HE-AAC, Apple Lossless, AIFF, DSD 2.8224MHz
Dimensions (W x H x D)	Approx. 54.8 x 97.3 x 10.7mm
Weight	Approx. 98g
Supplied Accessory	The NW-A36HN comes with the MDR-NW750N Hi-Res Audio Noise Cancelling In-Ear Headphones