

SONY

Press Release

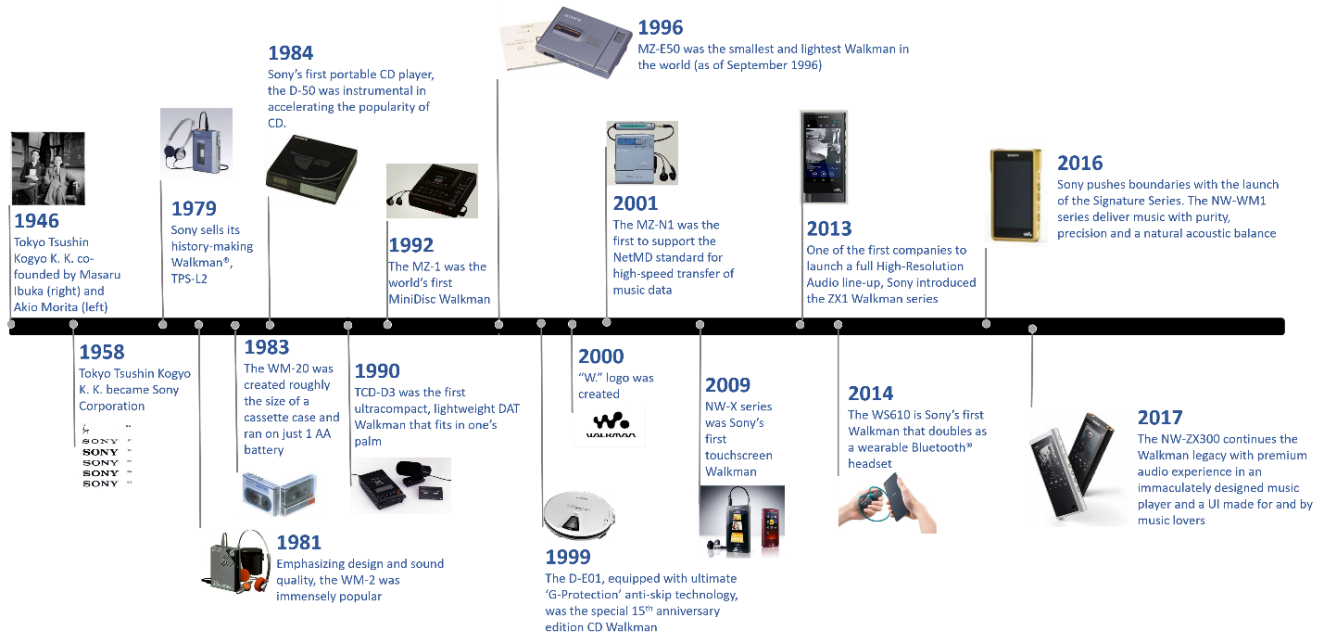
Sony Celebrates the 40th Anniversary of Walkman®
Sharing collective memories of the past 40 years with music lovers



*Sony Music Hong Kong's artists : Jason Chan (top left), Mischa Ip (top right),
Lil' Ashes (bottom left), Eman Lam (bottom right)*

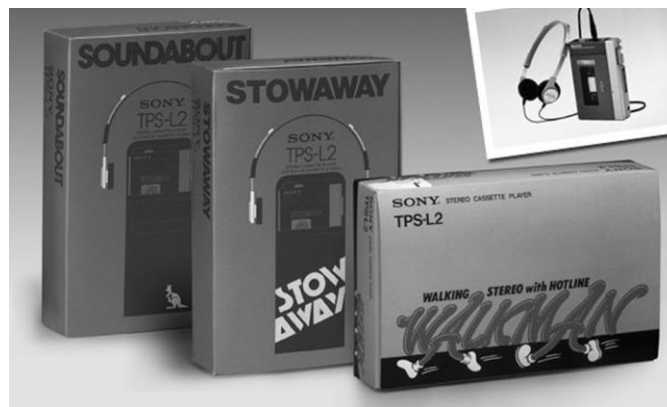
Hong Kong, July 10, 2019 - To celebrate the 40th anniversary of Walkman®, Sony Corporation of Hong Kong Limited and Sony Music Entertainment Hong Kong Limited join hands to share the collective memories of Walkman® and Cantonese songs with music lovers. In addition to showcasing the classic Walkman® models, Sony Music's artists including Jason Chan, Eman Lam, Phil Lam, Mischa Ip, Lil' Ashes and Cath Wong, will also be performing at a concert of Cantonese songs 《賞聽。給我愛過的廣東歌音樂會》 on August 11, 2019.

From now until July 31, 2019, customers who purchase* high-resolution audio Walkman® NW-WM1Z, Walkman NW-WM1A or NW-ZX300 will receive two tickets for the concert; first-come, first-served. (*only for Sony Store or Sony Store, Online). Besides, My Sony members can redeem two tickets for free with Sonnion points. For details, please refer to the [campaign page](#).



Evolution of Walkman®

2019 marks the 40th anniversary of Sony's first portable cassette player, the TPS-L2, which made its debut in July 1979. Revolutionizing the way music lovers listened to music on the go, many were skeptical as the idea of a portable music player without a recording function was unheard of. Developed by modifying the Pressman (Sony's voice recorder TCM-100), the TPS-L2 proved to be a huge success, proposing a new lifestyle which became popular around the world.



Although several names were proposed, Walkman® was eventually selected and made its way into the prestigious Oxford English Dictionary in 1986.

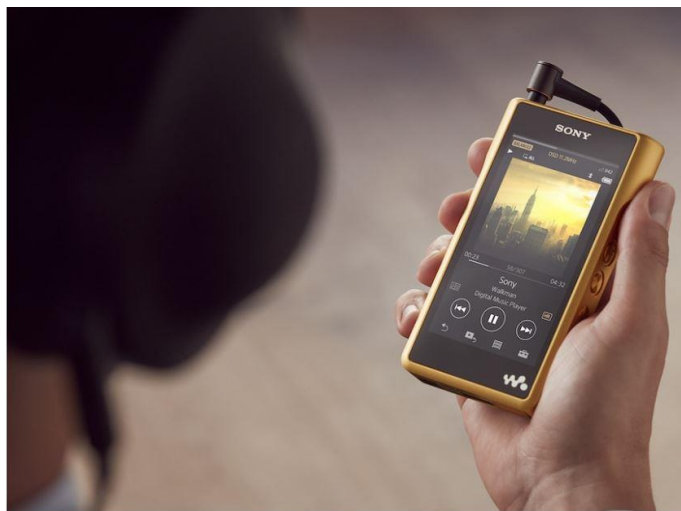
Sony's next breakthrough was the introduction of the world's first portable CD player, the D-50, in 1984. The CD player, equivalent to the size of four CD cases stacked one top of another, was instrumental in accelerating the popularity of the CD and was priced affordably. Further perfecting the craft, Sony introduced the world's first MiniDisc Walkman®, MZ-1, which featured recording, playback, a numeric keyboard and anti-skip technology in 1992.



MZ-1 MiniDisc Walkman®

2013 saw the introduction of [High-Resolution Audio](#), with Sony among one of the first companies to launch the technology with a line-up that encompasses the ZX1 Walkman®. It allows high-resolution audio source playback that was developed by integrating knowledge and technology accumulated over the years.

In 2016, Sony announced the NW-WM1Z Walkman® as part of the [Signature series](#). Building upon a wealth of experience in digital amp technology, Sony's engineers developed the NW-WM1Z with detailed acoustics and natural sound qualities, resulting in a unique and truly pleasurable listening experience.



The NW-WM1Z Walkman®

Over the years, Sony's Walkman® has dramatically changed the way the world listens to music. The Walkman® made music listening a personal experience, by providing people with the freedom to enjoy music regardless of place and time. Embracing the spirit of innovation and always looking towards the future, Sony has been the first in the industry to achieve many important milestones in audio engineering and continues in its pursuit to deliver sound experience 'from one you listen to, to one you can feel'.

Sony is holding the #009 WALKMAN IN THE PARK program at Ginza Sony Park until September 1, 2019. Free admission. Please click [here](#) for details of the exhibition.

Walkman® 40th Anniversary website: <https://www.sony.net/united/WALKMAN 40th/>

Please click to watch the [Walkman® 40th anniversary movie](#) and [iconic Walkman® products](#).

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

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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