



Press Release

Sony Offers Non-stop Entertainment with Two New Walkman® Video MP3 Players

The new NWZ-S730F series delivers unmatched noise cancelling quality, while the NWZ-E430F series promises non-stop entertainment with its long battery life



NWZ-E430F series (left) & NWZ-S730F series (right)

Hong Kong, September 8, 2008 – Sony Corporation of Hong Kong Limited further expands its Walkman® family two new series of stylishly slim video MP3 players, the NWZ-S730F and NWZ-E430F. Ideal for today’s mobile consumers, the NWZ-S730F series are the only video MP3 players in the market with a noise cancelling function that effectively reduces ambient noise to ensure quality entertainment. For non-stop entertainment, the NWZ-E430F series offers up to 45 hours of music or up to 8 hours of video¹, marking a significantly longer battery life compared to most portable media players available today.

The New S series: NWZ-S730F Series Video MP3 player

In delivering quality music, the NWZ-S730F series features new SensMe™ Channels. Enabled by Sony’s Low-Complexity Music Information Retrieval (LCMIR) technology, a music analyzer feature that seamlessly creates playlists based on the mood, speed, and tone of songs, the process of choosing music that matches your mood is now simplified. SensMe™ Channels allow you to enjoy various types of music, such as energetic, relaxing, or lounge, through the simple selection of your preferred channel.

¹ Music playback in MP3 128kbps; duration is approximated when all of the Equalizer settings are set to “None”, and the type of screensaver is set to “Blank”. Video playback in MPEG-4 384kbps; duration is approximated when the brightness of the common setting is set to “3”.

Merging form with function, the NWZ-S730F series at 7.5mm thickness and 46g in weight, is the slimmest Walkman® and one of the lightest video MP3 players available today. Available in stylish colours of black and gold, the Walkman® has a colourful user interface with a vibrant package of standard and customizable wallpapers, templates and icons to match each individual's colourful personality. To further personalise the NWZ-S730F series, users can also select images from their Walkman® Photo Library to use as wallpaper for the video MP3 player. Accompanying its stylish looks with great entertainment, the NWZ-S730F series features long battery life of up to 40 hours of music or 10 full hours of video playback².

Featuring not one but five Clear Audio technologies, the NWZ-S730F series is a multifunctional video MP3 player made for high-performance, noise-free entertainment. The Noise Cancelling system enabled in the player reduces the ambient noise by up to 75% (at 200Hz) of perceived sound level, enabling music enjoyment in a noise environment without turning up the volume. Also equipped with other Clear Audio technologies such as the Digital Sound Enhancement Engine (DSEE), Clear Stereo and Clear Bass, the player is able to reproduce accurate and clear original audio quality without any distortion.

Additionally, frequent travellers will be able to enjoy entertainment from their Walkman as the player is supplied with a plug adaptor for AV systems in airplanes. As an all-in-one entertainment solution, the NWZ-S730F series player is also supplied with a pair of EX headphones with large 13.5mm driver units, enabling reproduction of pure and live sound similar to professional grade headphones.

Emphasising high quality video playback, the NWZ-S730F series has a large 2-inch LCD screen with 320 x 240 resolution, high brightness and contrast, as well as superior colour reproduction. The player is able to deliver a playback of up to 30 frames per second, ensuring smooth video playback. For easy viewing, the player also has a screening angle of 160 degrees, and can conveniently switch between vertical and horizontal orientations when viewing photos or videos³. Users can also easily zoom into the movie during video playback.

² Music playback in MP3 128kbps; duration approximated when all of the Equalizer settings and the VPT are set to "Non", Noise Cancelling, DSEE, Clear Stereo, Dynamic Normalizer and New Song Pop Up are set to "Off", and the type of screensaver is set to "Blank". Video playback in MPEG-4 384kbps; duration approximated when the brightness of the common setting is set to "3".

³ The operation of the 5-way button is switched in accordance with the display direction.

The New E Series: NWZ-E430F Series Video MP3 Player

For those who desire non-stop music, the NWZ-E430F series presents an ideal proposition. The NWZ-E430F series can effectively play up to 45 hours of music⁴, which is close to two full music-filled days! For the video-savvy, the player can also cater up to eight⁵ hours of movies with its long-lasting battery life. Available in four stylish colours of blue, red, pink, and black, the player boasts ultra slim and sleek looks at 8.5mm thick and weighing a mere 50g – one of the thinnest and lightest video MP3 players available today.

As an entry-level video MP3 player, the NWZ-E430F series offers high quality video playback of up to 30 frames per second. With its built-in 2.0 inch QVGA LCD screen, it ensures high 320 x 240 resolution, high brightness and contrast as well as superior colour reproduction. As with the NWZ-S730F series, the NWZ-E430F series also has a viewing angle of 160 degrees, and can conveniently switch between vertical and horizontal orientation when viewing videos and photos⁶. Users can easily zoom into the movie during video playback.

Both Walkman® series support a wide range of high quality Codecs, such as Advanced Video Coding (H.264/AVC) baseline profile, MPEG-4 simple profile, and WMV simple and main profile for video; MP3, WMA, Secure WMA, WAV and AAC for music, and JPEG for photos. Both the NWZ-S730F and NWZ-E430F series are also enabled with the popular Drag and Drop functionality for convenient file transfers and a built-in FM radio to meet users' various entertainment needs.

Model	Memory Capacity	Suggested Retail Prices	Available Colours
NWZ-S736F	4GB	HK\$1,198	Black, Gold
NWZ-S738F	8GB	HK\$1,498	
NWZ-S739F	16GB	HK\$1,898	
NWZ-E435F	2GB	HK\$698	Black, Red, Pink, Blue
NWZ-E436F	4GB	HK\$848	
NWZ-E438F	8GB	HK\$1,148	

⁴ Music playback in MP3 128kbps; duration approximated when all of the Equalizer settings is set to "None", and the type of screensaver is set to "Blank".

⁵ Video playback in MPEG-4 384kbps; duration approximated when the brightness of the common setting is set to "3".

⁶ The operation of the 5-way button is switched in accordance with the display direction.

For that added personal touch, conveniently customise the looks of the Walkman players to suit an individual's personality with the following range of optional accessories from Sony:

Optional Accessories for NWZ-S730F series	Optional Accessories for NWZ-E430F series
<ul style="list-style-type: none"> ▪ Clear Case (CKH-NWS630) ▪ Leather Case (CKL-NWS630) ▪ Silicon Case (CKM-NWS630) ▪ Privacy Filter (PRF-NWP200) ▪ Protector Sheet (PRF-NWS630) 	<ul style="list-style-type: none"> ▪ Clear Case (CKH-NWZE430) ▪ Silicon Case (CKM-NWZE430) ▪ Privacy Filter (PRF-NWP200) ▪ Protector Sheet (PRF-NWS630)

Order Now

Pre-ordering of the NWZ-E430F series with earphones packages (MDR-EX300SL / MDR-EX500SL) runs from September 9 to September 22, 2008 at all Sony Style stores, Sony Style online (www.sonystyle.com.hk) and Sony 24- hour telesales hotline on (852)2345-2966. For details, please visit Sony's web site:www.sony.com.hk. Customers purchasing the NWZ-S730 series will receive a leather case for free.

- WALKMAN® is a registered trademark of Sony Corporation.

- The names of actual companies and products mentioned herein may be the trademarks of their respective owners.

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 its web site on www.sony.com.hk.

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Specifications Sheet for Walkman® NWZ-S730F Series

Model name	NWZ-S736F	NWZ-S738F	NWZ-S739F
Capacity	4GB	8GB	16GB
Memory	Flash		
Colours	Black/Gold		Black
Use	Music/Video/Photo/FM/Podcast		
Supported file format			
Audio Formats (Codec)	MP3, WMA, AAC-LC ¹ , Linear PCM		
Video Formats (Codec)	AVC(H.264/AVC), MPEG-4, Windows Media Video 9, AAC-LC (for AVC, MPEG-4), WMA (for Windows Media Video 9)		
Photo ² Format (Codec)	JPEG		
Podcast ³ (Music)	same as above "Music" supported format		
Podcast ⁴ (Video)	same as above "Video" supported format		
Target folder in Drag and Drop			
Music	Playbackable files: within 8th level in "MUSIC" folder		
Video	Playbackable files: within 2nd level in "VIDEO" folder		
Photo	Playbackable files: within 2nd level in "PICTURE", "PICTURES" and "DCIM" folder		
Podcast	Playbackable files: 2nd level in "PODCASTS" folder ³		
Features			
Display	2-inch, TFT color display with white LED-backlight, QVGA(240 x 320 Pixels), 262,144 colors		
PC Connection	Hi-Speed USB WM-PORT(22pin)		
Capacity	3.46GB	7.19GB	14.6GB
Music Searching Methods	All Songs/Album/Artist/Genre/Release Year/Folder/Playlists		
Initial Search	All Songs/Album/Artist		
Music Play Mode	Normal / Repeat / Shuffle / Shuffle & Repeat / Repeat 1 Song Playback Range Selection(All Range / Selected Range) Intelligent Shuffle(Time machine Shuffle/Shuffle All)		
Video Play Mode	Continuous Playback(On/Off)		
Photo Play Mode	Normal / Slide Show /Slide Show Repeat Slide Show Interval(Short / Normal / Long)		
Podcast Play Mode	Normal (Continuous playback is not supported)		
CD Cover Art Display	Searching / Now Playing		
Clear Audio	DSEE/Clear Stereo/Clear Bass/EX Headphone/Noise Canceling		
Noise Canceling	Yes Normal Mode/Quiet Mode/External Input Mode		

Menu Language	English/Simplified Chinese/Traditional Chinese/Korean/Portuguese
Sound Effects (Available for Music Playback Only)	DSEE(On/Off)
	5 Band equalizer (Heavy/Pop/Jazz/Unique/Custom 1/Custom 2) & Clear Bass
	VPT(Studio/Live/Club/Arena/Matrix/Karaoke)
	Clear Stereo(On/Off)
	Dynamic Normalizer(On/Off)
Theme Settings	Yes(10 themes)
Wallpaper Settings	Yes(Match Theme/Preset 10 wallpapers/User setting)
FM tuner	Yes FM Frequency range: 87.5 to 108.0 MHz IF(FM): 128 KHz Antenna: Headphone cord antenna
SensMe™ Channels	Yes List of channels: Morning/Daytime/Evening/Night/Midnight(Different channel will appear depending on the time), Shuffle All, Energetic, Relax, Upbeat, Pop Ballad, Lounge, Acoustic, Electronic, Classical, Extreme
Firmware	Upgradable
Power Source	Built-in Rechargeable Li-ion Battery USB power (from a computer via the supplied USB cable)
Charging Time	USB-based charging Approx. 3 Hrs (full charge), Approx. 1.5 Hrs (approx. 80%)
Continuous Playback Time	Music: Approx. 40H ⁴ Video : Approx. 10H ⁵
Interface	Headphone: Stereo mini-jack WM-POR(Tmultiple connecting terminal):22 pins Hi-Speed USB(USB 2.0 compliant)
Headphone	MDR-NC020(105cm)
Maximum Power Output 16 ohms/mW	5+5mW
Frequency response	20 to 20,000 Hz(when playing data file, single signal measurement)
Dimensions w/h/d, projecting parts not included)	Approx. W42.9 x H89.5 x D7.5 mm
Dimensions (w/h/d)	Approx. W42.9 x H89.5 x D7.5 mm
Mass	Approx. 46g
Screen direction	Vertical / Horizontal(right) / Horizontal(left)
Operating temperature	5 'C to 35 'C (41 'F to 95 'F)

Supplied Accessories	CD-ROM("Windows Media Player 11", "Media Manager for Walkman", "Content Transfer", "Operation Guide"), Headphones, Ear Buds(S/M/L), Quick Start Guide, USB cable, Attachment, Audio input cable, Plug adaptor for in-flight use (single/dual)
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¹ Copyright protected AAC-LC files cannot be played back

² Some photo files cannot be played back, depending on their file formats

³ Photo contents are not supported

⁴ When playing MP3 128kbps, the time is approximated when all of the Equalizer and the VPT are set to "None", all of the Noise Canceling function (NWZ-S73xF only), the DSEE, the Clear Stereo, the Dynamic Normalizer and the New Song Pop Up are set to "Off," and the Type of the Screensaver is set to "Blank"

⁵ When playing MPEG-4 384kbps, the time is approximated when the Brightness of the Common Setting is set to "3"

Specifications Sheet for Walkman® NWZ-E430F Series

Model name	NWZ-E435F	NWZ-E436F	NWZ-E438F
Capacity	2GB	4GB	8GB
Memory	Flash		
Colors	Black/Pink/Blue	Black/Red/Pink/ Blue	Black/Red
Use	Music/Video/Photo/FM		
Supported file format			
Audio Formats (Codec)	MP3, WMA, AAC-LC ¹ , Linear PCM		
Video Formats (Codec)	AVC(H.264/AVC), MPEG-4, Windows Media Video 9, AAC-LC (for AVC, MPEG-4), WMA (for Windows Media Video 9)		
Photo ² Format (Codec)	JPEG		
Target folder in Drag and Drop			
Music	Playbackable files: within 8th layer in "MUSIC" folder		
Video	Playbackable files: within 8th layer in "VIDEO" folder		
Photo	Playbackable files: within 8th layer in "PICTURE", "PICTURES" and "DCIM" folder		
Features			
Display	2.0inch, TFT color display with white LED-backlight, QVGA(240 x 320 Pixels), 262,144 colors		
PC Connection	Hi-Speed USB WM-PORT(22pin)		
Capacity	1.69 GB	3.49 GB	7.05 GB
Music Searching Methods	All Songs/Album/Artist/Genre/Release Year/Playlists/Folder		
Music Play Mode	Normal / Repeat / Shuffle / Shuffle & Repeat / Repeat 1 Song Shuffle All		
Video Play Mode	Zoom Settings (Auto/Full/Off) Video Orientation (Vertical/Horizontal(right)) Display (On/Off) Continuous Playback(On/Off)		
Photo Play Mode	Photo Orientation (Vertical/Horizontal(right)/Horizontal(left)) Display (On/Off) Slide Show Repeat (On/Off) Slide Show Interval (Short / Normal / Long)		
CD Cover Art Display	Searching / Now Playing		
Menu Language	English/French/German/Spanish/Italian/Russian/ Simplified Chinese/Traditional Chinese/Korean/Portuguese		

Sound Effects (Available for Music Playback Only)	5 Band equalizer (Heavy/Pop/Jazz/Unique/Custom 1/Custom 2)
FM tuner	Yes FM Frequency range: 87.5 to 108.0 MHz The frequency is changed by 0.1MHz. Antenna: Headphone cord antenna
Firmware	Upgradable
Power Source	Built-in Rechargeable Li-ion Battery USB power (from a computer via the supplied USB cable)
Charging Time	USB-based charging Approx. 4 Hrs (full charge), Approx. 2 Hrs (approx. 80%)
Continuous Playback Time	Music : Approx. 45H ³ Video : Approx. 8H ⁴
Interface	Headphone: Stereo mini-jack WM-POR(T)(multiple connecting terminal):22 pins Hi-Speed USB(USB 2.0 compliant)
Headphone	MDR-E804LP
Maximum Power Output 16 ohms/mW	5+5mW
Frequency response	20 to 20,000 Hz(when playing data file, single signal measurement)
Dimensions (w/h/d, projecting parts not included)	Approx. W44.0 x H83.9 x D8.5 mm (W 1 3/4 x H 3 3/8 x D 11/32 inches)
Dimensions (w/h/d)	Approx. W44.2 x H83.9 x D8.5 mm (W 1 3/4 x H 3 3/8 x D 11/32 inches)
Mass	Approx. 50g (1.8oz)
Screen direction	Vertical / Horizontal(right) / Horizontal(left)
Operating temperature	5 'C to 35 'C (41 'F to 95 'F)
Supplied Accessories	CD-ROM("Windows Media Player 11", "Media Manager for Walkman", "Content Transfer", "Operation Guide"), Headphones, Quick Start Guide, USB cable, Attachment

¹ Copyright protected AAC-LC files cannot be played back

² Some photo file cannot be played back, depending on their file formats

³ When playing MP3 128kbps, the time spent is approximated when “Equalizer” is deactivated, and “Screensaver” is set to “Blank”

⁴ When playing MPEG-4 384kbps, the time spent is approximated when the Brightness of the Common Setting is set to “3”