

&lt; report material &gt;

November 30, 2004

## New commodity

[It] adds to high pitched sound quality voice compression technology ATRAC3plus form.  
Two model of network Walkman sale which corresponds to reproduction by MP3 form


**SONY**

Network Walkman ■ k with built-in hard drive 20GB ■ l Network Walkman

■ eNW-HD3' (On)Red, blue, the black, and silver.

■ k with built-in flash memory 1GB ■ l ■ eNW-E99'

The Sony marketing company puts **network Walkman ■ eNW-HD3'** ■ k with built-in the hard drive 20GB ■ l that forwarding and the reproduction of the music data are possible and **network Walkman ■ eNW-E99'** ■ k with built-in the flash memory 1GB ■ l on the market like the MP3 form in addition to high pitched sound quality voice compression technology ATRAC3plus form.

I will put the network Walkman which adopts the MP3 form for the first time domestically on the market so that our company may answer the benefit and convenience of the customer who has a lot of music data of the MP3 form as a rapid recent personal computer spreads in addition to recommending high pitched sound quality voice compression technology ATRAC3plus form of original Sony based on the concept "Music is enjoyed by the high pitched sound quality".

Type name	Sale day	Hope retail price	Color
Network Walkman ■ eNW-HD3' ■ k with built-in hard drive 20GB ■ l	December 10, 2004	Open price	Silver and black Blue and red
Network Walkman ■ eNW-E99' ■ k with built-in flash memory 1GB ■ l			Silver

■ eNW-HD3' of the sale : by the combination with application software ■ gSonicStage Ver.2.3" of the attachment this time.; \*\*\* [It] does not convert into the ATRAC3plus form of the MP3 file and \*1 from the

personal computer to this untouched machine <it is possible to high-speed forward it>; A favorite file format can have the choice according to various music styles corresponding to the MP3 form in addition to high pitched sound quality voice compression technology ATRAC3plus form of original Sony. Moreover, it is black > casual, there can feeling of coolness, < (\*sutairish\*) < silver > be colored simply in addition to < blue >, vivid, fashionable < red > be collected in the color, and the color of the favorite have the choice. On the other hand, " eNW-E99' builds the flash memory of the large capacity 1GB into as a flash memory player, and can record music of about 680\*<sup>2</sup> by the number of tunes by as many as maximum about 45 CD \*<sup>2</sup>.

A lot of musics can be lightly carried though the small size, the light body installed on mere of the hand. Moreover, [it] adds to " gSonicStage Ver.2.3" in the application software.; \*\*\* <software "MP3 File Manager (MP3 file manager)" only for MP3 file> attachment.; \*\*\* As a result, \*<sup>3</sup> which can be forwarded. easily to this machine "Drag & drop personally" the MP3 file/the folder on the hard drive

\*1:It is not possible to record from CD by the MP3 form in " gSonicStage Ver.2.3".

\*2:At the ATRAC3plus/48kbps mode. \*\*\* Conversion during conversion for four 1minute and <piece> 60-CD1 minute.

\*3:It is not possible to forward it by combining " eNW-E99' and " gSonicStage Ver.2.3" like the MP3 form.

[It] becomes forwarding converted into ATRAC3 or the ARTAC3plus form as before.

## Main feature of – " eNW-HD3'

[It] corresponds to a variegated format.

[It] corresponds to the MP3 form in addition to 1 and the ATRAC3plus form.

\*<sup>1</sup> which can be at high speed forwarded to this machine as it is without converting MP3 file in addition to high pitched sound quality voice compression technology ATRAC3plus form of Sony into ATRAC3plus form.

Having a lot of MP3 files does not worry about time and either this machine can forward music readily.

\*1:[It] is forwarded as MP3 file of the OpenMG Audio form. The forwarded music cannot be reproduced by copying it to other personal computers.

## About maximum 13,000\*<sup>2</sup>(about 900 CD) can be recorded by 2 and the ATRAC3plus form.

This machine can record about maximum 13,000\*<sup>2</sup>(about 900 CD) musics in 20GB hard drive of building into by the ATRAC3plus form. Moreover, about maximum 5,000\*<sup>3</sup>(about 330 CD) musics can be recorded like the high pitched sound quality in the MP3/128kbps mode.

The person who wants to enjoy music by the high pitched sound quality is ATRAC3plus form, and the file format can already have the choice as the record by the MP3 form etc. according to the music style with the MP3 file.

\*2:At the ATRAC3plus/48kbps mode. \*\*\* Conversion during conversion for four 1minute and <piece> 60-CD1 minute.

\*3:\*\*\* Conversion during conversion for four 1minute and <piece> 60-CD1 minute.

## \*\*\* 4-color variation is adopted 3 and colorful & (\*sutairish\*).

ŽůŠ´ (unknown word) of the aluminum material is beautifully produced, and a variegated color variation of four colors is adopted. There is feeling of coolness and refined < silver > and < are added to < blue > with (\*sutairish\*) black > casually.; Can [it] color, vivid, fashionable < red > be collected, and the color of the favorite have the choice.;

\*\*\* Only < silver > color in addition to past blue in the liquid crystal backing light adopted the white of a new color, and [it] finished it up in <(\*sutairish\*)> ff(unknown word) Zain.



Moreover, to correspond to the impact received when the hard drive operates, "G sensor" (gravity acceleration sensor) is installed. "G sensor" is \*7 which protects from the impact received when the hard drive operates by the technology which instantaneously saves the head from the hard drive when the gravity acceleration to three directions for the length of the main body, side, and the interior is observed, and the fall of the main body is detected, can defend the hard drive where an important tune is recorded, and becomes.

\*7:No one guaranteed to all impacts.

### **\*8 which can be used as external storage of 3 and personal computer**

It is possible to use it as an external storage equipment which has generality by which the data file on the personal computer like the image and the texts, etc. other than music can be recorded. Data can be copied without using software for a special writing by an easy operation of drag & drop.

\*8:USB is connected with the personal computer via the conversion adaptor of the attachment.

### **Main feature of – "eNW-E99"**

#### **As many as maximum about 45 CD \*9 can be recorded in 1GB flash memory of 1 and building into.**

The flash memory of 1GB can be built into, and music of about 680\*9 be recorded by the number of tunes by as many as maximum about 45 CD \*9 though a compact size of the interior 56.0mm in width  
▪ ~37.3mm in height  
▪ ~ taking 15.0mm and about 40g\*10 in weight. A lot of musics can be lightly carried though the small size, the light body installed on mere of the hand.

\* 9:At the ATRAC3plus/48kbps mode. \*\*\* Conversion during conversion for four 1minute and <piece> 60-CD1 minute.

\*10:The projection does not include the size of the main body. The battery does not contain mass.

#### **It is possible to operate it easily by 2 and "gMP3 File Manager".**

\*\*\* This machine is attached <software "gMP3 File Manager" only for the MP3 file>. \*\*\* Can [it] connect with the personal computer by using the USB cable of the attachment, and the MP3 file/the folder on the hard drive be forwarded to this machine direct "Drag & drop". \*11

As a result, the MP3 file can be readily enjoyed with this machine in a comprehensible, simple operation.

Moreover, because the <È " (unknown word) change and the deletion of the forwarded tune can be easily made on "gMP3 File Manager", the music of the main body can be easily arranged. \*12

\*11:The forwarded MP3 file cannot be reproduced by copying it to other personal computers. Moreover, it is not possible to record from CD in "gMP3 File Manager".

\*12:The music file forwarded by "gSonicStage Ver.2.3" is not displayed in "gMP3 File Manager". Moreover, the music file forwarded by "gMP3 File Manager" must not be displayed in "gSonicStage Ver.2.3".

#### **< operation screen image & explanation of MP3 File Manager >**

##### **1) Album list**

All tunes recorded in the album folder are displayed.

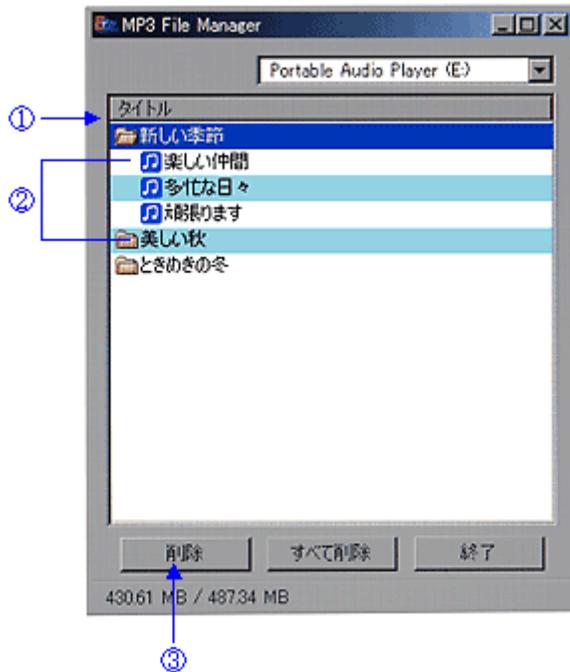
[It] returns to the display of original when clicking again.

##### **2) List of tune**

List of all tunes recorded in selected album.

##### **3) Deletion**

Selected tune or album can be deleted by clicking.



**\*\*\* < " gSonicStage Ver.2.3" > attachment equipped with 3 and new function**

This machine adds to software " gMP3 File Manager" only for the MP3 file.; \*\*\* Music file management and reproduction software " gSonicStage Ver.2.3" equipped with a new function are <sup>13</sup> <attachment \*>; Software is both used in classification by purpose, and it is possible to select, and this machine can be used pleasantly corresponding to a variegated format.

\*13:It is not possible to forward it by combining NW-E99 and SonicStage Ver.2.3 like the MP3 form. [It] becomes forwarding converted into ATRAC3 or the ARTAC3plus form as before.

**4 and other function**

Other excellent functions are installed a lot.

- The stamina length time reproduction of about 70 hours is possible \*14.
- A convenient "Repetition between A-B" for the language study study and "Sentence repetition" function are installed.
- It is possible to use it as data storage.

\*14:When [it] uses, and one ATRAC3/105kbps AAA alkali dry battery " ~ reproduces.

**Sony style original model**

\*\*\* In the Sony style, Sony style limitation model "( \*buriantoshirubah\* )" of << (\*sutairish\*) >> color is put on the market.

**\*\*\* Network Walkman " eNW-E99" 1GB < " k > flash memory Building into " I Sony style model "( \*buriantoshirubah\* )" "**

Sales price:29,800 yen (Price excluding tax:28,381 yen and each carriage)  
 Preceding reservation sales beginning on November 30, 2004 from 13:00



Network Walkman " eNW-E99" Sony style model "( \*buriantoshirubah\* )" "

## Main specification of – 'eNW-HD3' 'eNW-E99'

Model name	NW-HD3		NW-E99
Record medium	Built-in 1.8-inch hard drive		Built-in flash memory
Record capacity	20GB * <sup>1</sup>		1GB
Standards of number of maximum record tunes * <sup>2</sup>			
ATRAC3plus	48kbps	About 13,000 (about 900 CD)	About 680 (about 45 CD)
	64kbps	About 10,000 (about 680 CD)	About 510 (about 34 CD)
	256kbps	About 2,500 (about 170 CD)	About 120 (about 8 CD)
ATRAC3	66kbps	About 10,000 (about 660 CD)	About 495 (about 33 CD)
	105kbps	About 6,000 (about 420 CD)	About 315 (about 21 CD)
	132kbps	About 5,000 (about 330 CD)	About 250 (about 16 CD)
MP3	128kbps	About 5,000 (about 330 CD)	About 255 (about CD17 – <del>†</del> (unknown word))
Voice compression method	ATRAC3plus/ATRAC3/MP3 * <sup>3</sup> The voice compression method which can correspond on SonicStage is ATRAC3plus/ATRAC3/WAV/MP3/WMA. * <sup>4</sup>		
Frequency characteristic	20 `20,000Hz * <sup>3</sup> dB		20 `20,000Hz
Sampling rate	44.1kHz(32/44.1/48kHz in MP3).		44.1kHz
Display language	Japanese (for Chinese character) and English, French, German, Italian, and Spanish		Japanese (for Chinese character) and English, French, German, Italian, and Spanish
I/O terminal	Main body:Terminal for headphone/remote control (seven poles) and conversion adaptor connections		Headphone and USB connection terminal
	Conversion adaptor:USB connection terminal and DC input terminal		
Power supply	AC power adaptor (attachment) * <sup>5</sup> Built-in (*richahjaburu*) Lithium ion battery		AAA type alkali dry battery x1
Charge time	For about three hours (complete charge)		–
Battery duration (Reproduce continuously)	* qATRAC3plus * r 48kbps:For about 30 hours 64kbps:For about 27 hours 256kbps:For about 20 hours		* qATRAC3plus * r 48kbps:For about 60 hours
	* qATRAC3 r 66kbps:For about 30 hours 105kbps:For about 27 hours 132kbps:For about 25 hours		* qATRAC3 r 105kbps:For about 70 hours
	<MP3> 128kbps:For about 22 hours		<MP3> 128kbps:For about 50 hours

Main body display	Liquid crystal display with EL backing light Size:1.5 inches in corner	Liquid crystal display with EL backing light
Size of main body	Interior 62.1 ~90.0 ~ taking height width 14.8mm (13.8mm in the thin part)- The projection does not include it.	Interior 37.3 ~56.0 ~ taking height width 15.0mm- The projection does not include it.
The maximum and externals sizes	Interior 63.4 ~90.8 ~ taking height width 15.7mm	Interior 41.1 ~59.5 ~ taking height width 16.1mm
Mass	About 130g(The built-in charge pond contains it).	About 51g(The battery contains it).
Attached goods	Headphone (Code length:1.2m), conversion adaptor, AC power adaptor, USB cable, (*kyaringukeis*), and application software * gSonicStage Ver.2.3" (CD-ROM), etc.	Headphone (Code length:50cm), headphone extension codes (50cm), exclusive use USB cables, (*kyaringukeis*), problem strap, and application software * gSonicStage Ver.2.3" * gMP3 File Manager Ver.1.2" (CD-ROM), etc.

- \* 1:The numerical value when 1GB is calculated by 1,000,000,000 bytes. The system of Windows(R) calculates 1GB by 1,073,741,824 bytes. The capacity which can be recognized when starting with Windows(R) is about 18.6GB(19,995,295,744 bytes). The filesystem is FAT32.
- \* 2:[It] converts it at four minutes per one. CD is converted at 60 minutes a piece (At the ATRAC3plus/48kbps mode).
- \* 3: \* eNW-HD3' MP3 file format which can be reproduced with main body:
  - format:MPEG-1 Audio Layer-3
  - bit rate:32-320 Kbps(CBR/VBR)
  - sampling rate:32/44.1/48 KHz
  - \* eNW-E99' MP3 file format which can be reproduced with main body:
    - format:MPEG-1 Audio Layer-3
    - bit rate:32-320 Kbps(CBR/VBR)
    - sampling rate:44.1kHz

[It] does to CBR/VBR with the main body for the reproduction. [It] corresponds for VBR on SonicStage only when MP3 is usually forwarded to \* eNW-HD3' (forward of no conversion). However, no one to guarantee to correspond to the file of all the MP3 forms.

Moreover, the reproduction on \* gSonicStage" and forwarding with conversion become outside the operation guarantee.
- \* 4:The WMA file protected by the copyright cannot be converted, and be forwarded.
- \* 5:[It] connects it with the AC power adaptor via the conversion adaptor of the attachment.

### - System of personal computer necessary for SonicStage Ver.2.3's operating (system requirements)

- \* æ Adjustment personal computer:
  - The IBM PC/AT compatible (Do not operate in the NEC PC-98 series and interchangeability machine and Macintosh) with which [it] meets the following system requirements.
- \* æ OS: Windows XP Media Center Edition2005/Windows XP Media Center Edition/Windows XP Professional/Windows XP Home Edition/Windows2000 Professional/Windows Millennium Edition/Windows98 Second Edition; (Only the Japanese version standard installation.): \* 11
- \* æ CPU:Pentium II400MHz or more (Pentium III450MHz or more is recommended).
- \* æ Memory:64MB or more (128MB or more is recommended).
- \* æ Empty capacity of hard drive:200MB or more (1.5GB or more is recommended).  
(Empty capacity is needed in proportion to the amount which the version and the music file of Windows(R) used treat)
- \* æ Connected port:USB port \*2
- \* æ Drive:CD-ROM drive
- \* æ Windows(R) interchangeable sound board
- \* æ \*\*\* Display:More than 800x600 dot sophisticated (1024 ~768 dot recommendation) <> <more than 16 bit color>
- \* æ Others:
  - When Internet music wiring service, CDDB service, and MUSIC NAVI is used, connected environment to Internet is necessary.
  - When the WMA file is reproduced, the environment in which Windows(R) or more Media Player7.0 is installed is necessary.
- \* 1 I will not do the operation guarantee in the following system environments.
  - ¥ The NEC PC-98 series and interchangeability machine or Macintosh, etc.
  - ¥ Versions other than Home Edition/Professional/Media Center Edition2004/Media Center Edition2005 of Windows(R) XP
  - ¥ Versions other than Professional of Windows(R) 2000

- ¥ Versions other than Second Edition of Windows(R) 98
- ¥ Windows(R) NT
- ¥ Windows(R) 95
- ¥ Making PC by oneself
- ¥ Up-grade environment from OS to other OS in which standard is installed
- ¥ Multi boot environment
- ¥ Multi monitor environment

・「2」 「eNW-HD3」 corresponds to Hi-Speed USB.

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- \* Windows is a registered trademark in the United States and other countries of United States Microsoft Corporation.
- \* Microsoft and Windows are registered trademarks in the United States and other countries of United States Microsoft Corporation.
- \* CDDDB is a registered trademark of the Gracenote Co..
- \* The product name etc. which have been described are the registered trademark or trademarks of each company.

**\*\*\* System of personal computer <- [MP3 File Manager]> necessary (system requirements)**

- œ Adjustment personal computer:  
The IBM PC/AT compatible (Do not operate in the NEC PC-98 series and interchangeability machine and Macintosh) with which [it] meets the following system requirements.
- œ OS: Windows XP Media Center Edition2005/Windows XP Media Center Edition2004/Windows XP Media Center Edition/Windows XP Professional/Windows XP Home Edition/Windows2000 Professional/Windows Millennium Edition/Windows98 Second Edition; (Only the Japanese version standard installation.): \*İ1
- œ CPU:Pentium İİ400MHz or more (Pentium İİİ450MHz or more is recommended).
- œ Memory:64MB or more (128MB or more is recommended).
- œ Empty capacity of hard drive:5MB or more (1.5GB or more is recommended).  
(Empty capacity is needed in proportion to the amount which the version and the music file of Windows(R) used treat)
- œ Connected port:USB port (USB1 . respondent a couple of)

\* 「.」 § ŠÄ<<.:.x.Ä.İfpf¥fRf“É.Ä.ç.Ä“® ¢ İ.đ.Ū ¢ Ø.:é.ä.İ.Ä.İ. ,.ë.Ū.İ.ñ ¢ B

Market presumption price: 「eNW-HD3」 About 42,000 yen  
 「eNW-E99」 About 30,000 yen  
 「Market presumption price」 is the one that our company presumed the sales price of the product before [it] puts it on the market in the market.  
 An actual sales price of the product is decided by each shop.

- Inquiries from customer:  
 The Sony marketing (Inc.)customer consultation is central TEL.0570-00-3311 (Nabis dial)  
 03-5448-3311(For a portable telephone and PHS).  
 The Sony style customer is central TEL.0466-38-1414  
[info@jp.sonystyle.com](mailto:info@jp.sonystyle.com)

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- Sony drive [URLhttp://www.sony.co.jp/SonyDrive](http://www.sony.co.jp/SonyDrive)  
 - Sony style [URLhttp://www.jp.sonystyle.com/](http://www.jp.sonystyle.com/)