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NEWS RELEASE: Immediate

Sony Introduces Wireless Portable NFC and Bluetooth® Speakers
Simply tap NFC-enabled devices to play music

SRS-BTX500

(ASIA PACIFIC, 8 January 2013) – Sony today introduced four portable wireless NFC (Near Field Communication) technology and Bluetooth® speakers designed to stream powerful, dynamic sound experiences from smartphones, tablets or computers anywhere in the home or outdoors.

With built-in NFC technology, consumers can simply hold their smartphone or tablet to the NFC-enabled speaker to instantly stream high-quality music or crystal-clear phone calls. Sony’s new speakers also stream music wirelessly via Bluetooth from iPhone/iPad or other Android smartphones and tablets that are not NFC equipped.

“Sony is driving NFC with the introduction of its newest portable wireless speakers,” said Sydney Lee, General Manager, Video & Sound Marketing, Sony Electronics Asia Pacific. “We wanted to make it as convenient as possible to listen to music or make calls with NFC. With our legendary audio engineering, we incorporated state-of-the-art sound to the new line, offering music lovers the truest sound reproduction along with the utmost in style and quality.”
Designed to deliver unprecedented Sony audio experience
The new NFC equipped X Series speakers (SRS-BTX500 and SRS-BTX300) include AptX and AAC Bluetooth codecs to ensure the highest quality sound while streaming wirelessly. The premium SRS-BTX500 model features sound technologies specifically designed by Sony to deliver a powerful bass experience without sacrificing portability. This includes a built-in subwoofer and original Sony DMC technology – a combination of dual passive radiators, magnetic fluid speakers and a Clear Phase digital signal processor. Magnetic fluid technology delivers higher sound pressure levels and clearer vocals while Sony’s unique Clear Phase circuitry reduces distortion and increases sound presence for a crisp and clean listening experience.

Sleek and stylish design
While delivering rich sound and deep bass, the way artists intended their music to be heard, the new portable wireless X Series speakers also add style to any room with beautiful industrial design. Each new X Series speaker has a smooth shaped back and brushed aluminum accents. With NFC and Bluetooth connectivity, users can take turns touching their smartphone or tablet to play and control music or by using the buttons to change the volume and pause, play or skip songs.

Built-in rechargeable lithium-ion batteries provide up to eight hours of continuous playback, giving music lovers the freedom to take premium Sony sound around the house or on the go.

Both speakers offer the extra convenience of a hands-free speaker mode and USB charging function for any smartphone as well as a neoprene carrying case.

Balanced sound
Sony’s new line-up also includes the SRS-BTV5 and SRS-BTM8 speakers, both featuring NFC technology, wireless audio streaming with Bluetooth technology and hands-free calling.

Equivalent to the size of a tennis ball, the SRS-BTV5 speaker is ultra-lightweight and packs a lot of sound with Sony’s 360-degree Circle Sound audio diffusion technology to deliver music to each and every corner of a room. With a built-in rechargeable battery and up to five hours of
continuous wireless playback as well as a mesh carrying bag, the SRS-BTV5 model is ideal for portability.

The SRS-BTM8 speaker is designed with a handle for easy carrying anywhere in the house or on the go and features two-way power supply with AC adaptor and dry battery for up to 20 hours of wireless playback.

The SRS-BTX500, SRS-BTX300, SRS-BTM8 and SRS-BTV5 portable wireless speakers will be available in Asia Pacific from March 2013 onwards.

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About Sony Electronics Asia Pacific Pte. Ltd.
Based in Singapore, Sony Electronics Asia Pacific Pte. Ltd. is a subsidiary of Sony Corporation. It serves as the regional management and marketing headquarters for Sony’s consumer as well as broadcasting and professional products, overseeing Asia, Middle East and Africa regions. For more information on Sony’s products and services in Asia Pacific, please visit [www.sony-asia.com](http://www.sony-asia.com)

About Sony Corporation
Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately US$79.2 billion for the fiscal year ended March 31, 2012. Sony Global Web Site: [http://www.sony.net/](http://www.sony.net/)

About make.believe
“make.believe” (make dot believe) is a Group-wide brand message that unites Sony’s communications initiatives across electronics, games, movies, music, mobile phones and network services. “make.believe” symbolises the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.