

SONY

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NEWS RELEASE: *Immediate*

Get Ready For a Soul Shaking Audio Experience

The next generation Walkman® mobile entertainment from Sony delivers exhilarating music and multimedia performance



NWZ-F800

(ASIA PACIFIC, 19 JULY 2012) – Designed for music lovers, by music lovers, the next generation Walkman® NWZ-F800 mobile entertainment player delivers soul shaking audio clarity, turning music and video into an immensely joyful experience wherever you go.

With a strong emphasis on audio quality, audiophiles will appreciate what Sony has achieved in the NWZ-F800's core user experience of superior sound quality driven by the premium S-Master MX digital amplifier and four other Clear Audio Technologies (Clear Stereo, Clear Bass, DSEE and EX headphone) from Sony. The NWZ-F800 offers brilliantly accurate sound reproduction with an enriched stereo image, tight bass and crystal clear highs. It also features the Clear Phase™ technology which ensures reduced distortion and increased sound presence – in other words, outstanding high quality sound in a portable audio device.



The NWZ-F800 matches superb sound with an equally entertaining AV user experience. Fun features such as SenseMe™ channels analyse your music and sort them according to mood; Lyrics are displayed so you can sing along to your favourite tunes; and Visualisers and Cover Art View provide brilliant visuals on the vibrant 3.5" WVGA multi-touch screen LCD, bringing you closer to your music.

Powerful NVIDIA® Tegra™ II dual-core processor and Google Android 4.0 platform opens the door to a universe of choices for music aficionados get the most out of their music – a perfect package of sound and fun wherever you go.

“Along with the recently launched Z1000 Walkman, the NWZ-F800 joins our family of multi-app Walkman® mobile entertainment devices, bringing a powerful combination of unbelievable sound and exceptional UX (User Experience) design,” said Sydney Lee, General Manager, Personal Entertainment Division, Consumer Business Group, Sony Electronics Asia Pacific. “Discerning and savvy music lovers have been coveting a dedicated digital media player for music and rich multimedia content separate from their smartphones and the NWZ-F800 delivers on all fronts.”

Music has never been this convenient to listen to. The W.button on the NWZ-F800 gives you instant access to music playback, no matter what task you are currently engaged in. With one press the W.button launches W.Control, which lets you play, stop, skip forward or backward, and view additional track information without interrupting your activity.

House in a compact aluminium body, the NWZ-F800 also includes FLAC support for true CD-quality sound, 512MB memory, GPS, Wi-Fi and Bluetooth® connectivity, and up to 25 hours of music playback^{1 and 2}.

¹ Depends on Tegra2 power consumption

² Assuming audio playback using mp3 format 128kbps

The NWZ-F800 will be available in black (8, 16 and 32GB capacities) and red (8 and 16GB capacities). It will retail in Sony stores and authorised outlets from the end of October 2012.

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Specification Sheet

NWZ-F800		
Music (Music player)	Audio Formats(Codec)	MP3, AAC-LC,HE-ACC *3, WMA *1, Linear PCM, FLAC
Video	Video Formats(Codec)	MPEG4 *4, AVC (H.264 Baseline) *5, WMV *6
Platform		Android™ Version 4.0
Display		3.5-inch WVGA
PC Connection		Hi-Speed USB, WM-PORT
Wi-Fi		IEEE 802.11b/g/n
Bluetooth		Compatible Bluetooth Profiles <ul style="list-style-type: none"> - A2DP (Advanced Audio Distribution Profile) - AVRCP (Audio Video Remote Control Profile) - OPP (Object Push Profile) - HID (Human Interface Device Profile)
Sensor		GPS receiver Accelerometer
Sound Enhancement		S-Master MX, Clear Bass, Clear Stereo, Dynamic Normalizer, DSEE, Equalizer (None/Heavy/Pop/Jazz/Unique/Custom 1/Custom 2), VPT (None/Studio/Live/Club/Arena/Matrix), Gapless Playback, Clear Phase Speaker, Clear Phase Headphone, xLOUD®
Dimensions		Approx. 56.8 x 114.5 x 8.9 mm
Weight (Battery Included)		Approx. 100g

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 Pacific, Middle East and Africa regions. For more information on Sony's products and services in Asia Pacific, please visit 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/>

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.