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SONY EUROPE ANNOUNCEMENTS FROM CES

Sony Europe today announces a series of new products for the European consumer electronics market in 2009:

VAIO® P-series – unique ultra portable PC form factor with 3G connectivity weighing just 638g

WALKMAN® X-series – ‘Hybrid’ 3-inch OLED touchscreen device with dedicated MP3 buttons plus Digital Amplifier and Clear Audio technologies. The world’s first* MP3/video player with Digital Noise Cancelling functionality

WALKMAN® W-series – cable free, superior sound quality with this unique, Spiral Form wearable ‘headphone-style’ MP3 player with 13.5mm EX headphones ‘built-in’

High Definition Handycam® range - New Exmor R CMOS sensor gives 2x increase in sensitivity¹ while Optical SteadyShot with new ‘Active’ mode gives up to ten times improved anti-shake performance

Cyber-shot™ W-series (W220 & W210) – Smile shutter, Intelligent Scene Recognition and Face Detection join Carl Zeiss 4x optical zoom lens, 30mm wide angle lens and 12.1 effective megapixels in these feature filled compact cameras

‘S-Frame’ - digital photo frames by Sony that boast best-ever HD picture quality plus a wide range of fun, easy-to-use viewing features

For full product details and high-res photography for all Sony Europe CES announcements please click the link below

<http://presscentre.sony.eu/content/detail.asp?ReleaseID=329&NewsAreaID=21>

VAIO® P-series

At slightly larger than an office letter envelope, the VAIO® P weighs less than 640g yet sports a full keyboard, a high resolution (1600 x 768) 8-inch X-Black LCD screen with power efficient LED backlight and mobile broadband thanks to Everywair WWAN and 3G connectivity. Available in high gloss piano finish, choose from red, dark green, black or white with matching cases and Bluetooth® mice. Bloggers, writers and photographers alike need never miss a moment to share or surf while on the go and in comfort. Other features include a practical resize button that automatically distributes multiple windows across the screen, an integrated webcam, GPS and 2GB of RAM.

WANT ONE? - The VAIO® range will be available in the UK, France, Germany, Italy, Spain and Russia from February 2009. An exclusive model is also available online for pre-order from Sony Style Store (www.sonystyle.eu). It has a 1.6GHz CPU and a Solid State Drive instead of a conventional hard drive, giving you 128GB of super-fast flash memory with the added advantages of enhanced reliability and faster access to data.

WALKMAN® X-series

This 'hybrid' combination of 3-inch widescreen OLED touchscreen plus dedicated music player buttons makes operation simple and intuitive while videos and digital photos stand out with incredible colours, contrast and super-quick response time. With open support for all popular music and video formats and Wi-Fi connectivity for Easy YouTube streaming, Podcast direct downloading and internet browsing the X-series is everything you'd expect from a flagship WALKMAN®.

WALKMAN® W-series

Light and easy to wear, the WALKMAN® W-series is an 'all-in-one' MP3 player and 13.5mm EX headphones available in five fashionable colours [black, white, pink, green, violet]. New ZAPPIN™ mode offers a new way to browse quickly through your music collection. It automatically detects and plays the main chorus part of each track, helping you find the song you want with just a few touches of the player's jog dial. The supplied 'Content Transfer' software enables easy 'drag and drop' transfer of non-DRM music files to your WALKMAN® from online music services such as iTunes™.

WANT ONE? - The WALKMAN® X and W series will be available across Europe from spring 2009.

Handycam®

Exmor R CMOS sensor gives 2x increase in sensitivity*1 for brilliant low-noise images, even in low light while Optical SteadyShot with new 'Active' mode gives up to ten times improved anti-shake performance. The flagship HDR-XR520VE can store 101 hours of sparkling HD video on its 240GB hard disk drive. That's an incredible two hours of recording time every weekend for a whole year without hitting 'delete'.

Also making its debut on top models is the premium Sony G Lens for class-leading optical performance and GPS geotagging with map display. All HD models now also feature Auto Backlight Correction for evenly-exposed high and low-lights. Exposure and D-Range Optimiser settings are adjusted automatically for great results, even with challenging scenes like faces in the foreground backed by strong sunlight.

WANT ONE? - The new Handycam® range of High Definition and camcorders will be available across Europe from February 2009.

Cyber-shot™ W-series (W220 & W210)

Prioritise the faces that mean most to you with Smile Shutter in conjunction with Face Detection. This fine-tunes focus, exposure, white balance and skin tones for beautiful portraits. Intelligent Scene Recognition automatically adjusts camera settings for best results in a range of commonly-encountered situations like backlit scenes or twilight portraits. Both models feature SteadyShot image stabilisation (W220: Optical SteadyShot). Coupled with high sensitivity (max ISO 3200), this reduces camera shake for crisper pictures when you're shooting handheld without a tripod. See your photos clearly on the 2.7" LCD screen or via PhotoTV HD on a compatible BRAVIA™ TV (requires optional HD cable).

WANT ONE? - The Cyber-shot™W220 and W210 and are available across Europe from February 2009 in silver, pink, black and blue or green (respectively). All new Cyber-shot™ models include Picture Motion Browser 4.0 and an extensive range of accessories and carry cases in luxury materials including leather are also available.

S-Frame digital photo frames

A new-generation of Super Photo LCD panels (from 7 to 10-inch) with up to 4,000 image capacity (2GB) and Auto Touch-up functions to correct common picture problems. Easy-to-use new picture search finds stored photos in moments plus a range of viewing modes including clock, calendar and slideshow options.

WANT ONE? - The new range of S-Frame digital photo frames by Sony is available across Europe from April 2009.

Sony Corporation

Sony Corporation è una “creative entertainment company” con solide fondamenta basate sulla tecnologia. Dal gaming e i servizi online, alla musica, al cinema, all’elettronica, ai sensori di immagine e ai servizi finanziari - l’obiettivo di Sony è riempire il mondo di emozione attraverso il potere della creatività e della tecnologia. Per ulteriori informazioni relative a Sony, visitare il sito <http://www.sony.net/>.

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