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NEWS RELEASE: *Immediate*

Pump Up Your Life With The New NWZ-B180 Walkman From Sony



NWZ-B180

(ASIA PACIFIC, 15 April 2014) – Sony is keeping you entertained for longer with its latest Walkman® NWZ-B180, boasting a long playback time of 20 hours¹. The new Walkman® from Sony sports a new sleek and stylish design, featuring a seamless aluminum body specially fabricated for a rich texture and lustre.

Available in five distinct colours to complement one's individualistic style, the NWZ-B180 digital music player has a built-in USB, making content transfer from the PC² a cable-free process, which is made even easier by just dragging and dropping the tracks into the Walkman®. With 4GB worth of memory space, users will be spoilt for choice while on the move with approximately 890 songs³ to shuffle through.

Music enthusiasts can further enhance their audio experience with the BASS Boost feature, reproducing powerful bass to blow one away with rich, bellowing sound.

¹ MP3 playback at 128kbps

² Supported OS: Windows Vista, Windows 7, Windows 8, Windows 8.1

³ MP3 or WMA playback at 128kbps



Like to hear the friendly banter between radio DJs but don't like carrying a massive radio around? Sony has also announced the NWZ-B180/F variant with 30 preset FM radio channels, within the range of 87.5 to 108.0 MHz.

Besides delivering up to 20 hours of music playback, the built-in Lithium-Ion battery of the Walkman® NWZ-B180/F ensures you have enough juice for a 90-minute journey with a quick 3-minute charge. A full charge is a mere 70 minutes. And with a life cycle of approximately 500 recharges, the NWZ-B180 is guaranteed to see you through your school years.

The ultra-portable Walkman® NWZ-B180 from Sony will be available in Asia Pacific from April 2014.

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Specification Sheet

Model	NWZ-B183F	NWZ-B183
Capacity	4GB	
Colours	Black, Red, Blue, Pink, Gold	
FM Radio	Yes, with 30 presets	No
FM Frequency Range	87.5 to 108.0 MHz	-
Battery Life	20 hours	
Sound Effects	5 Band Equaliser (None/Heavy/Pop/Jazz/Unique/Custom) and BASS Boost	
Power Source	Built-in Rechargeable Lithium-Ion Battery	
Charging Time	Approx. 70 minutes (USB-based charging)	
Rechargeable Cycle of Battery	Approx. 500 times	
Dimensions (w/h/d)	84.8 x 23.6 x 15.3 mm	
Weight	30g	

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

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\$72.3 billion for the fiscal year ended March 31, 2013. Sony Global Web Site: <http://www.sony.net/>