

SONY

Press Release

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Store, Organize, and Release your music with the new GIGA JUKE™ Hard Disk Drive Hi fi Audio.

- **GIGA JUKE HDD Hi fi Audio stores upto 40,000 music tracks (NAS-50HDE system and NAC-HD1E Deck)**
- **Record music from CD, vinyl, cassette, radio and MP3 players with or without PC**
- **High Speed up to 16x audio ripping from CD**
- **Auto Artist/Album/Track Title Labelling**
- **“x-DJ” automatically creates themed playlists for any occasion**
- **Transfer tracks to MP3 player, mobile phone or PSP™ up to 50x speed**



Now it's easier than ever to enjoy all your digital tunes – and the rest of your precious music collection – with superb quality when you're relaxing at home. The perfect partner for today's digital lifestyles, the new Sony NAS-50HDE and NAC-HD1E GIGA JUKE HDD Audio dramatically simplifies storage of your music collection without the need for a PC.

The GIGA JUKE stores, labels, and organizes your music in its massive internal hard drive using unique intelligent software. When you're ready to go on the move, it's easy to release your music: GIGA JUKE can transfer your favourite tunes directly to your WALKMAN® or other portable audio players no PC needed.

Store your music

The GIGA JUKE can store up to an incredible 40,000* music tracks on its 80GB (System) 250GB (Deck) hard disk drive. Music files can be imported from virtually any source and stored in a choice of popular MP3, ATRAC and Linear PCM audio formats.

The GIGA JUKE can save tracks from a connected PC to free up valuable space on your computer's hard drive. It can also rip audio tracks from music CD sources at up to 16x speed – faster than any other audio system on the market. GIGA JUKE can even record directly from non-digital sources via its analogue Audio Input to breathe fresh life into your treasured collection of vinyl records and tape cassettes. For the ultimate in convenience, 'Auto Title Labelling'** tags each track with artist, album, track title, genre and release year. This information is displayed on the clear, bright 4.3" colour LCD display.

If you want to hear your favourite radio shows again and again, GIGA JUKE can also record radio programs into its Hard Disk Drive with the timer function. What's more, the unique new 'Radio Music Channel' feature intelligently analyses recorded broadcasts, separating music and talk.

Organize and Enjoy your music

Once you've loaded GIGA JUKE with all your tunes, it comes into its own as the ultimate home Juke Box. If you want to set the perfect mood but haven't got time to pick a themed playlist from thousands of tracks, GIGA JUKE takes the hassle out of choosing the perfect soundtrack. The brand-new x-DJ feature intelligently analyses tracks to categorise your music library into 23 different channels to suit any occasion – like 'good morning' for waking up, 'party time' for socialising, and 'relaxed' to chill out in the evening. While a song is playing you can also 'surf' through tracks stored on the HDD at the touch of a button. Choose 'artist' in Music Surfin' mode and GIGA JUKE will pull all tracks from the same artist into a playlist.

Similarly, choosing 'year' will search for all tracks released in the same era and 'mood' will look for all tracks with the same musical taste.

Operation is beautifully simple thanks to easy-to-use controls and a clear, straightforward graphical interface on the 4.3" colour display.

Release your music on the move

It's also quick and easy to release your music when you want to take your favourite tunes out with you. At the touch of a button, single tracks, albums or whole playlists can be copied from GIGA JUKE's hard disk to a connected WALKMAN®, WALKMAN® phone, PSP™ (PlayStation Portable) or other compatible MP3 players up to 50x speed – that's 74 minutes of music in just 90 seconds.

GIGA JUKE HDD System

GIGA JUKE HDD System, NAS-50HDE comes with 80GB hard disk drive. Sound quality is superb, thanks to the S-Master digital amplifier that can fill the largest sitting room with its generous 2 x 85 watt power output (RMS). [UK only: There's also an integrated DAB tuner for recording of digital radio programmes]

GIGA JUKE HDD Deck

Also available, GIGA JUKE HDD Deck is a 'standalone' HDD Recorder/CD player (FM/AM tuner built-in) that's designed for smooth integration with existing hi-fi systems. With its superior sound and build quality GIGA JUKE HDD Deck is targeted at audio connoisseurs. It features a high-capacity 250GB hard disk drive capable of storing up to 375 hours of pure CD quality music (375 hours in Linear PCM or 11,100 hours in ATRAC 48kbps). An entire Compact Disc collection can be stored in the highest audio quality for when you're listening at home.

The GIGA JUKE HDD Deck realises a higher sound quality, thanks to superior audio devices and circuitry such as EI core power transformer, separate power circuitry for audio, 24bit/192kHz D/A converter,

aluminium front panel, high rigidity metal chassis and exclusive dumper to isolate the HDD.

GIGA JUKE HDD Deck can convert tracks into the more efficient MP3 file format when downloading to your WALKMAN® or personal audio player, while linear PCM transfers are also supported. This offers exceptional flexibility, complementing the ultimate quality of linear PCM audio with the practicality of MP3 when you're out and about. [UK only: NB GIGA JUKE Deck radio tuner is AM/FM only – DAB not supported].

The GIGA JUKE HDD Audio System will be available from mid May 2007 and The GIGA JUKE HDD Deck will be available from June 2007 and both will be available to pre order from www.sonystyle-europe.com

NAS-50HDE GIGA JUKE HDD Audio System key features

- HDD 80GB (Recording format : Linear PCM, ATRAC, MP3)
 - ATRAC 48kbps: approx. 3400 hours
 - Linear PCM: approx. 110 hours
 - up to 40,000 songs
- Up to 16x high speed ripping from audio CD to HDD
- Auto Title Labelling** for CD and analogue sources
- x-DJ with Radio Music Channel & Music Surfin'
- Music file import from PC (MP3, ATRAC without DRM)
- Up to 50x high-speed music file transfer to WALKMAN
- 4.3" colour LCD display
- S-Master digital amplifier, 85W x 2 (RMS)
- Radio tuner: FM(with RDS)/AM [plus DAB for UK], Timer recording to HDD

NAC-HD1E GIGA JUKE HDD Audio Deck key features

- HDD 250GB (Recording format : Linear PCM, ATRAC, MP3)
 - ATRAC 48kbps: approx. 11100 hours
 - Linear PCM: approx. 375 hours
 - up to 40,000 songs
- 24bit/192kHz D/A converter, EI core power transformer and other quality audio devices and circuitry used.
- Up to 16x high speed ripping from audio CD to HDD
- Auto Title Labelling** for CD and external analogue & digital sources

- o x-DJ with Radio Music Channel & Music Surfin'
- o Music file import from PC (MP3, ATRAC without DRM)
- o Up to 50x high-speed music file transfer to WALKMAN
- o Music file transfer with data compression (from Linear PCM to Atrac/MP3)
- o 4.3" colour LCD display
- o Radio tuner: FM(with RDS)/AM, Timer recording to HDD

*based on ATRAC3plus/48kbps (NAS-50HDE) & ATRAC3/132kbps (NAC-HD1E)

**music recognition technology and related data are provided by Gracenote®
Walkman® is the registered trademark of Sony Corporation

For more information please contact your local PR representative.

About Sony:

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the World's Leading Consumer Brands. Sony recorded consolidated annual sales of EUR 54.96 billion (yen 7,475 billion) for the fiscal year ended March 31, 2006 and it employs approximately 158,500 people worldwide.

In Europe, Sony recorded consolidated annual sales of EUR 12.61 billion (yen 1,715 billion) for the fiscal year ended March 31, 2006, based on an average market exchange rate for the same period of yen 136 to the EUR. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 8.22 billion (yen 1,118 billion) for the fiscal year ended March 31, 2006.

For more information on Sony Europe, please visit <http://www.sony-europe.com> and <http://www.sony-europe.com/presscenter>