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**Televisions**

**BRAVIA® XBR® HX920-Series LED LCD 3D Capable HDTV**

*Available in March*

* Brilliant Full HD (1080p) picture quality with full-array local dimming LED backlight
* Sleek Monolithic Design with OptiContrast Panel Technology
* Integrated Wi-Fi™ (802.11n)
* Skype™ ready in 720p high definition
* BRAVIA Internet Video and Qriocity™
* X-Reality™ PRO Engine
* MotionFlow™ XR 800
* Rear two-way IR inputs and two-way RS232C control
* Screen sizes include 65-inch (XBR-65HX920, available in August 2011), 55-inch (XBR-55HX920), and 46-inch (XBR-46HX920)

**BRAVIA® HX820-Series LED LCD 3D Capable HDTV**

*Available in May*

* Brilliant Full HD (1080p) picture quality with Dynamic Edge LED backlight
* Sleek Monolithic Design with OptiContrast Panel Technology
* Integrated Wi-Fi™ (802.11n)
* Skype™ ready in 720p high definition
* BRAVIA Internet Video and Qriocity™
* X-Reality™ PRO Engine
* MotionFlow™ XR 400
* Screen sizes include 55-inch (KDL-55HX820), and 46-inch (KDL-46HX820)

**BRAVIA® NX720-Series LED LCD 3D Capable HDTV**

*Available in May*

* Brilliant Full HD (1080p) picture quality with Dynamic Edge LED backlight
* Sleek Monolithic Design with OptiContrast Panel Technology
* Integrated Wi-Fi™ (802.11n)
* Skype™ ready in 720p high definition
* BRAVIA Internet Video and Qriocity™
* MotionFlow™ XR 200
* X-Reality™ Engine
* Screen sizes include 60-inch (KDL-60NX720), 55-inch (KDL-55NX720), and 46-inch (KDL-46NX720)

**BRAVIA® HX720-Series LED LCD 3D Capable HDTV**

*Available in May*

* Brilliant Full HD (1080p) picture quality with Dynamic Edge LED backlight
* X-Reality™ PRO Engine
* MotionFlow™ XR 400
* Integrated Wi-Fi™ (802.11n)
* Skype™ ready in 720p high definition
* BRAVIA Internet Video and Qriocity™
* Rear two-way IR inputs and two-way RS232C control
* Screen sizes include 65-inch (KDL-65HX), 55-inch (KDL-55HX), and 46-inch (KDL-46HX)

**BRAVIA® EX720-Series LED LCD 3D Capable HDTV**

*Available in February*

* Brilliant Full HD (1080p) picture quality with Edge LED backlight
* X-Reality™ Engine
* MotionFlow™ XR 200
* Wi-Fi™ ready (USB wireless LAN adapter sold separately)
* Skype™ ready in 720p high definition
* BRAVIA Internet Video and Qriocity™
* Screen sizes include 60-inch (KDL-60EX720, which is available in April), 55-inch (KDL-55EX720), 46-inch (KDL-46EX720), 40-Inch (KDL-40EX720), and 32-inch (KDL-32EX720)

**BRAVIA® EX520-Series LED LCD HDTV**

*Available in February*

* Brilliant Full HD (1080p) picture quality with Edge LED backlight
* X-Reality™ Engine
* Wi-Fi™ ready (USB wireless LAN adapter sold separately)
* Skype™ ready in 720p high definition
* BRAVIA Internet Video and Qriocity™
* Energy saving Presence Sensor minimize power consumption
* Screen sizes include 46-inch (KDL-46EX520), 40-inch (KDL-40EX520), 32-inch (KDL-32EX520)

**BRAVIA® BX420-Series HDTV**

*Available in February*

* Brilliant Full HD (1080p) picture quality with CCFL backlight
* Five HD Inputs to connect multiple HD devices
* USB input for photo, music and video playback
* Scene select customized picture and sound settings
* Ambient Light Sensor
* Screen sizes include 46-inch (KDL-46BX420), 40-inch (KDL-40BX420), and 32-inch (KDL-32BX420)

**BRAVIA® BX320-Series HDTV**

*Available in February*

* Amazing High Definition (720p) picture quality with CCFL backlight
* Five HD Inputs to connect multiple HD devices
* USB input for photo, music and video playback
* Scene select customized picture and sound settings
* Ambient Light Sensor
* Screen sizes include 32-inch (KDL-32BX320), and 22-inch (KDL-22BX320)

**Blu-ray Disc Players**

**BDP-S780 Blu-ray Disc Player**

*Available in June for about* €250.

* Full HD 1080p playback with Blu-ray 3D™, DVD, CD and SACD compatibility
* Integrated Wi-Fi® (802.11n) with WPS
* 2D to 3D up conversion technology
* Skype™ ready
* Instant access to online movies, videos, and music from Qriocity™ and BRAVIA Internet Video
* Database Browser with Gracenote technology
* DLNA Client and photo, music, and video playback
* Photo, music, and video playback via front USB
* HomeShare Wi-Fi™ Network Speaker compatible
* Media Remote application (compatible with iPhone®/iPod® touch/Android™ mobile devices)
* Quick start and loading

**BDP-S580 Blu-ray Disc Player**

*Available in March for about* €220

* Full HD 1080p playback with Blu-ray 3D™, DVD, CD and SACD compatibility
* Integrated Wi-Fi® (802.11n) with WPS
* Instant access to online movies, videos, and music from Qriocity™ and BRAVIA Internet Video
* Entertainment Database Browser with Gracenote technology
* DLNA Client and photo, music, and video playback
* Photo, music, and video playback via front USB
* HomeShare Wi-Fi™ Network Speaker compatible
* Media Remote application (compatible with iPhone®/iPod® touch/Android™ mobile devices)
* Quick start and loading

**BDP-S480 Blu-ray Disc Player**

*Available in March for about* €200

* Full HD 1080p playback with Blu-ray 3D™, DVD, CD and SACD compatibility
* Wi-Fi® ready (USB wireless LAN adapter sold separately)
* Instant access to online movies, videos, and music from Qriocity™ and BRAVIA Internet Video
* Entertainment Database Browser with Gracenote technology
* DNLA Client and photo, music, and video playback
* Photo, music, and video playback via front USB
* HomeShare Wi-Fi™ Network Speaker compatible
* Media Remote application (compatible with iPhone®/iPod® touch/Android™ mobile devices)
* Quick start and loading

**BDP-S380 Blu-ray Disc Player**

*Available in February for about* €170

* Full HD 1080p playback with Blu-ray 3D™, DVD, CD and SACD compatibility
* Wi-Fi® ready (USB wireless LAN adapter sold separately)
* Instant access to online movies, videos, and music from Qriocity™ and BRAVIA Internet Video
* Entertainment Database Browser with Gracenote technology
* Photo, music, and video playback via front USB
* Media Remote application (compatible with iPhone®/iPod® touch/Android™ mobile devices)
* Quick start and loading

**BDP-SX1000 Portable Blu-ray Disc Player**

*Available this spring for about* €400

* 10-inch WSVGA (1024 x 600) display
* Blu-ray Disc and DVD playback
* 180-degree swivel
* Five hour rechargeable battery life
* USB media playback
* Built-in speakers and headphone output

**Blu-ray Disc Home Theater Systems**

**BDV-E780 Blu-ray Disc Home Theater System**

*Available in May for about* €550

* 1000 watt, 5.1 channel home theater system
* Full HD 1080p playback with Blu-ray 3D™, DVD, CD and SACD compatibility
* Two HDMI inputs
* Integrated Wi-Fi® (802.11n) with WPS
* Instant access to online movies, videos, and music from Qriocity™ and BRAVIA Internet Video
* Entertainment Database Browser with Gracenote technology
* DNLA Client and photo, music, and video playback
* Photo, music, and video playback via USB
* HomeShare Wi-Fi™ Network Speaker compatible
* Media Remote application (compatible with iPhone®/iPod® touch/Android™ mobile devices)
* iPhone/iPod touch dock included
* Quick start and load

**BDV-E280 Blu-ray Disc Home Theater System**

*Available in April for about* €400

* 1000 watt, 5.1 channel home theater system
* Full HD 1080p playback with Blu-ray 3D™, DVD, CD and SACD compatibility
* Two HDMI inputs
* Wi-Fi® ready (USB wireless LAN adapter sold separately)
* Instant access to online movies, videos, and music from Qriocity™ and BRAVIA Internet Video
* iPhone®/iPod® touch dock included
* Quick start and load

**Network Home Audio**

**NAS-SV20i HomeShare Wi-Fi Network iPhone Dock**

*Available in March for about* €400

* Wirelessly share music from your iPhone®, PC, or Internet music services
* Integrated Wi-Fi® (802.11b/g) WPS
* PartyStreaming playback
* Streams to and from DLNA® enabled PCs and electronics
* Media Remote application (compatible with iPhone®/iPod® touch/Android™ mobile devices)

**SA-NS300 HomeShare Wi-Fi**® **Network Speaker**

*Available in March for about* €200

* Wirelessly stream music from your PC or new Sony Blu-ray Disc™ devices
* Integrated Wi-Fi® (802.11b/g) with WPS
* 360-degree sound
* Streams from DLNA® enabled PCs and electronics
* Media Remote application (compatible with iPhone®/iPod® touch/Android™ devices) (coming soon)

**RMN-U1 HomeShare Wi-Fi**® **Universal Remote Control**

*Available in March for about* €400

* Network Universal remote control with Wi-Fi® (802.11b/g) and infrared (IR)
* Simple activity-based control of home theater products and Sony HomeShare Wi-Fi® Network speakers in any room
* Easy navigation of digital music and ability to send to any connected HomeShare devices
* Simple guided set-up for easy activity creation with no PC programming required

**VAIO Computers**

**VAIO® F Series 3D Laptop**

Available for pre-sales at www.sonystyle.com/fseries and at select retailers around the country for about $1700

* Full 1080p hi-def 2D laptop that also delivers an immersive 3D experience with a push of a button
* 16-inch, 16:9 aspect ratio widescreen display; Up to Full HD (1920x1080)
* Intel® Core™ i7 Processor technology for visibly smart performance
* Blu-ray Disc™ playback and DVD /CD read/write functionalities (select models)
* Backlit keyboard with integrated numeric keypad

**VAIO® Y Series Laptop**

Available for pre-sales at www.sonystyle.com/ybseries for about $550

* 11.6-inch LED backlit display for incredibly high brightness levels and clear, crisp picture quality
* Easy to tote at just over 3 pounds
* Equipped with an energy-efficient LED backlit display
* HDMI™ output for enjoying movies, photos and more on a compatible HDTV
* One touch help with convenient ASSIST button

**VAIO® L Touch HD PC/TV**

Available this spring at www.sonystyle.com/lseries for about $1200

* HD PC/TV with a 24-inch multi-touch screen for intuitive touch access to internet, TV, music --touchable area expands to the edge of the screen
* Stunning Blu-ray Disc™ playback/ recording (select models) and CD/DVD playback/ recording
* Complementing its built-in TV tuner (select models) the unit connects with a PS3™ or satellite box via the HDMI™ input for a full HD experience
* Wall-mountable to save on space while delivering a clean cable-free look in any room of your house
* Stylish wireless keyboard and wireless mouse--optional keyboard skins in eye-catching colors

**VAIO® S Series Laptop**

Available for pre-sales at www.sonystyle.com/sseries and at select retailers around the country for about $900

* 13.1-inch, 16:9 aspect ratio widescreen display with LED backlight
* Premium portability at just 4.4 lbs (with standard battery) with durable magnesium casing
* Up to 5 hours of standard battery life and up to 7.5 hours with a large capacity battery (sold separately)
* Intel® Wireless Display enabled for easy, wireless streaming of content to compatible HDTV
* HDMI™ output for displaying movies, photos and more on a compatible HDTV

**Digital Cameras**

***Sony DSC-TX100V Cyber-shot Digital Camera***

*Available in silver, black and red this March for about €400*

* 3.5-inch OLED with touch screen for easy focus selection and photo viewing
* 1080@60p: preserve moments in stunning HD clarity. (No function of Dual Rec when using the 60p record mode)
* 16.2-megapixel “Exmor R” CMOS sensor for stunning low-light performance
* 3D Still Image and 3D Sweep Panorama modes change the way you view your world
* GPS and Compass records the shot location and direction

***Sony DSC-TX10 Cyber-shot Digital Camera***

*Available in silver, black, green, blue and pink this March for about €350*

* Waterproof, dustproof, shockproof and freeze-proof
* 3-inch wide LCD with touch screen for easy focus selection and photo viewing
* 1080i Movie records high-quality Full HD movies
* 16.2-megapixel “Exmor R” CMOS sensor for stunning low-light performance; 3D stills and 3D Sweep Panorama changes the way you view your world

***Sony DSC-HX7V Cyber-shot Digital Camera***

*Available in black, white, red and blue this March for about €320*

* Full HD 1080@60i with Dual Rec of stills and movies
* Sony® G lens with 10x optical zoom in a compact camera body
* Fast capture with up to 10fps at full 16.2-megapixel resolution; “Exmor R” CMOS sensor for exceptional low-light performance
* 3D Still Image and 3D Sweep Panorama modes change the way you view your world
* GPS and Compass record shot location and direction

***Sony DSC-H70 Cyber-shot Digital Camera***

*Available in* black, red, blue or silver this *March for about €240*

* 10x zoom in a compact camera body
* Take breathtaking images in Sweep Panorama mode
* Capture your videos in HD Movie mode (720p)
* 25mm wide lens and Optical SteadyShot™ image stabilization
* Active Mode stabilizes your hand held HD movies; Motion Detection suppresses blur in people and other subjects

***Sony DSC-WX10 Cyber-shot Digital Camera***

*Available in black this March for about €300*

* Fast capture with 10fps at full 16.2-megapixel resolution; “Exmor R” CMOS sensor for low-light performance, 7x bright F2.4 lens; 24mm wide angle lens and Optical SteadyShot™ image stabilization
* Full HD 1080@60i with Dual Rec of stills and movies
* Backlight Correction HDR enables crisp details in difficult lighting
* Manual operation puts the control back in your hands
* 3D Still Image and 3D Sweep Panorama modes change the way you view your world

***Sony DSC-WX9 Cyber-shot Digital Camera***

*Available in black, silver and red this March for about €240*

* “Exmor R” CMOS sensor for stunning low-light performance, 5x 24m wide angle bright lens
* Fast capture with up to 10fps at full 16.2-megapixel
* Full HD 1080@60i with Dual Rec of stills and movies
* 3D Still Image and 3D Sweep Panorama modes change how you view your world
* Backlight Correction HDR enables crisp details in difficult lighting; Background Defocus highlights your subject like a DSLR

***Sony DSC-W570 Cyber-shot Digital Camera***

*Available in silver, black, pink and violet this February for about €170*

* 25mm wide lens with 5x optical zoom
* Take breathtaking images in Sweep Panorama mode
* 16.1-megapixel 2.7-inch LCD screen for easy viewing
* Capture your videos in HD Movie mode (720p)
* Optical SteadyShot™ image stabilization reduces blur

***Sony DSC-W530 Cyber-shot Digital Camera***

*Available in silver, black, pink, green and blue this February for about €130*

* 26mm wide Carl Zeiss® lens with 4x optical zoom
* Capture breathtaking images in Sweep Panorama mode
* SteadyShot™ image stabilization reduces blur
* 14.1-megapixel 2.7-inch LCD screen for easy viewing
* iAuto mode automatically optimizes camera settings

***Sony DSC-W510 Cyber-shot Digital Camera***

*Available in silver, black, pink and red this February for about €110*

* 26mm equivalent lens with 4x optical zoom
* Capture breathtaking images in Sweep Panorama Mode
* SteadyShot™ image stabilization reduces blur
* 12.1-megapixel 2.7-inch LCD screen for easy viewing
* iAuto mode automatically optimizes camera settings

**Camcorders**

**Sony HDR-TD10 3D High-Definition Flash Memory Handycam® Camcorder**

*Available in April for about €1600*

* World’s first “Double Full HD” 3D consumer camcorder w/ Integrated Dual Camera System – two Sony G Lenses, “Exmor R” CMOS sensors, “BIONZ” processors
* 3D or 2D HD recording with double full HD 1920x1080 video recording and 7-megapixel still image capture in photo mode (2D)
* View contents in 3D on the 3.5“ WIDE 3D/2D Xtra Fine with TruBlack technology LCD (1229K)without needing 3D glasses
* 64GB of internal flash memory, for 60p/24p recording capability in 2D
* Optical SteadyShot™™ w/ Active Mode and iAuto even in 3D
* 10x optical zoom in 3D (12x in 2D), 17x Extended Zoom
* Event Browse for automatic grouping of content by events and Highlight Playback & Highlight Share (2D only) to create highlight reels automatically
* Built-in mic w/ 5.1ch surround system, Clear Phase stereo speakers with S-Master technology, wind noise reduction, mic/HP jack, and audio level meter
*

**Sony HDR-PJ30V High-Definition Flash Memory Handycam® Camcorder w/ Built-in Projector**

*Available in March for about €950*

* Built-in video projector and Clear Phase stereo speakers enable a whole new way to enjoy playback without needing to plug into an HDTV
* Projector is integrated into the flip-out 3.0” Wide Clear Photo Plus touch panel LCD screen, capable of projecting images up to 60” onto walls, ceilings, etc.
* Built-in Clear Phase stereo speakers with S-Master digital amplifier, wind noise reduction, and mic/HP jack
* Full 1920x1080 high-definition video recording at up to 24Mbps and 7-megapixel still image capture
* 32GB flash memory, 1080/60p playback w/ Optical SteadyShot™™ w/ Active Mode
* “Exmor-R” CMOS sensor and Wide Angle G Lens w/ 12x optical and 17x Extended Zoom
* Built-in GPS receiver w/ NAVTEQ® maps geo-tags content
* Event Browse for automatic grouping of content by events and Highlight Playback & Share to create highlight reels automatically
* Built-in USB cable and software for easy web upload and quick charge

**Sony HDR-PJ10 High-Definition Flash Memory Handycam® Camcorder w/ Built-in Projector**

*Available in March for about €650*

* Built-in video projector and speakers enable a whole new way to enjoy playback without needing to plug into an HDTV
* Projector is integrated into the flip-out 3.0” Wide Clear Photo Plus touch panel LCD screen, capable of projecting images up to 60” onto walls, ceilings, etc.
* Full 1920x1080 high-definition video recording at up to 24Mbps and 3-megapixel still image capture
* 16GB flash memory, 1080/60p playback w/ Optical SteadyShot™ w/ Active Mode
* “Exmor-R” CMOS sensor and Wide Angle G Lens w/ 30x optical and 42x Extended Zoom
* Event Browse for automatic grouping of content by events and Highlight Playback & Share to create highlight reels automatically
* Built-in USB cable and software for easy web upload and quick charge
* Built-in microphone with wind noise reduction and mic/HP jack

**Sony HDR-CX700V High-Definition Flash Memory Enthusiast Handycam® Camcorder***Available in March for about €1400*

* Full 1920x1080 high-definition video recording at up to 24Mbps and 12-megapixel still image capture with newly developed 16:9 ratio imager
* 96GB flash memory, 1080/60p playback and Optical SteadyShot™ w/ Active Mode
* “Exmor-R” CMOS sensor and Wide Angle G Lens w/ 10x optical and 14x Extended Zoom with Nightshot
* 60p and 24p recording with CinemaTone Gamma/Color presets, Expanded Focus, Zebra and Peak settings, and assignable dial for manual controls
* 3.0” WIDE Xtra Finetouch panel LCD w/TruBlack technology and Electronic View Finder
* Event Browse for automatic grouping of content by events and Highlight Playback & Share to create highlight reels automatically
* Built-in GPS receiver w/ NAVTEQ® maps geo-tags content
* Built-in USB cable and software for easy web upload and quick charge
* Built-in mic w/ 5.1ch surround system, Clear Phase stereo speakers with S-Master technology, wind noise reduction, and mic/HP jack

# Sony HDR-CX560V High-Definition Flash Memory Handycam® Camcorder

*Available in March for about €1200*

* Full 1920x1080 high-definition video recording at up to 24Mbps and 12-megapixel still image capture with newly developed 16:9 ratio imager
* 64GB flash memory, 1080/60p playback and Optical SteadyShot™ w/ Active Mode
* “Exmor-R” CMOS sensor and Wide Angle G Lens w/ 10x optical and 14x Extended Zoom with Nightshot
* 3.0” WIDE Xtra Finetouch screen LCD with TruBlack technology
* 60p and 24p recording with CinemaTone Gamma/Color presets and assignable dial for manual controls
* Event Browse for automatic grouping of content by events and Highlight Playback & Share to create highlight reels automatically
* Built-in GPS receiver w/ NAVTEQ® maps geo-tags content
* Built-in USB cable and software for easy web upload and quick charge
* Built-in mic w/ 5.1ch surround system, Clear Phase stereo speakers with S-Master technology, wind noise reduction, and mic/HP jack

# Sony HDR-CX360V High-Definition Flash Memory Handycam® Camcorder

*Available in March for about €800*

* Full 1920x1080 high-definition video recording at up to 24Mbps and 7-megapixel still image capture
* 32GB flash memory, 1080/60p playback and Optical SteadyShot™ w/ Active Mode
* “Exmor-R” CMOS sensor and Wide Angle G Lens w/ 12x optical and 17x Extended Zoom
* 60p/24p recording on 3.0” WIDE Xtra Finetouch panel LCD screen (230K)
* Event Browse for automatic grouping of content by events and Highlight Playback & Share to create highlight reels automatically
* Built-in GPS receiver w/ NAVTEQ® maps geo-tags content
* Built-in USB cable and software for easy web upload and quick charge
* Built-in mic w/ 5.1ch surround system, Clear Phase stereo speakers with S-Master technology, wind noise reduction, and mic/HP jack

# Sony HDR-CX160 High-Definition Flash Memory Handycam® Camcorder

*Available in March for about €500*

* Full 1920x1080 high-definition video recording at up to 24Mbps and 3-megapixel still image capture
* 16GB flash memory, 1080/60p playback w/ Optical SteadyShot™ w/ Active Mode
* “Exmor-R” CMOS sensor and Wide Angle G-lens w/ 30x optical and 42x Extended Zoom
* 3.0” Wide Clear Photo Plus touch panel LCD screen (230K) on ultra-compact body
* Event Browse for automatic grouping of content by events and Highlight Playback & Share to create highlight reels automatically
* Direct Copy to create video library on external HDD without a PC
* Built-in USB cable and software for easy web upload and quick charge
* Built-in microphone with wind noise reduction and mic/HP jack

**Sony HDR-CX130 High-Definition Flash Memory Handycam® Camcorder**

*Available in March for about €450*

* Full 1920x1080 high-definition video recording at up to 24Mbps and 3-megapixel still image capture
* “Exmor-R” CMOS sensor and Wide Angle G Lens w/ 30x optical and 42x Extended Zoom
* 1080/60p playback and recording with Optical SteadyShot™™ w/ Active Mode
* PC and Mac compatible, **allows** for customizable capacity w/ purchase of Memory Stick PRO Duo™, SD/SDHC media card
* 3.0” Wide Clear Photo Plus touch panel LCD screen (230K) on ultra-compact body offered in three colors – black, blue, and silver
* Event Browse for automatic grouping of content by events and Highlight Playback & Share to create highlight reels automatically
* Built-in USB cable and software for easy web upload and quick charge
* Built-in microphone with wind noise reduction

**Sony DCR-SX65 Flash Memory Handycam® Camcorder**

*Available in February for about €260*

* 4GB embedded memory
* 60x optical and 70x extended Carl Zeiss® Vario-Tessar® zoom lens
* SteadyShot™® with Active Mode for excellent video even while walking
* Direct Copy to create video library on external HDD
* Dolby® Digital stereo sound with link to Zoom clear recording
* 3.0” Wide Clear Photo Plus touch panel LCD screen (230K) and video light on ultra-compact body offered in three colors – black, blue, and silver
* Built-in USB cable and software for easy web upload and quick charge
* Auto lens cover and power-on by opening the LCD

**Sony MHS-FS3 Bloggie 3D HD Camera**

*Available in April for about €270*

* Captures 1920×1080 high-definition 3D or 2D MP4 videos and 5-megapixel still photos w/ two lenses and sensors
* 3D video/photos can be viewed on camera’s 2.4" 3D/2D LCD screen without glasses, 3D-ready TVs w/ glasses
* Stereo Microphone brings better-quality sound in 3D and any movie mode
* Exmor CMOS Sensor and LED light on a lightweight body that fits easily into a pocket or purse
* Digital 4x zoom lens and Auto Focus/Auto Macro (4-inch) to realize close shots
* Free style shooting/playback w/ auto-image rotation, SteadyShot™ image stabilization, and Face Detection
* 8GB internal memory allows for 240 minutes of HD video recording
* Equipped with built-in USB arm and rechargeable battery for quick charging
* Embedded Bloggie software (Mac/PC compatible) and Share-it-Later feature for easy tagging and content upload to video-sharing websites
* HDMI output to playback HD content on compatible HDTV

**Sony MHS-FS2 Bloggie Duo HD Camera**

*Available in March for about €190*

* Exmor CMOS Sensor allows for 1920×1080 high-definition MP4 videos and 5-megapixel still photos
* Digital 4x zoom lens and LED light on a lightweight body that slips easily into a pocket or purse
* Slim dual-screen camera w/ two vibrant LCD screens (2.7” back/2.0” front)
* SteadyShot™ and Auto Focus/Auto Macro (4-inch) to realize close shots
* Face Detection and free style shooting/playback w/ auto-image rotation
* 4GB internal memory allows for 120 minutes of HD video recording
* Equipped with built-in USB arm and rechargeable battery for quick charging
* Embedded Bloggie software (Mac/PC compatible) and Share-it-Later feature for easy tagging and content upload to video-sharing websites
* HDMI output to playback HD content on compatible HDTV
* Available in four fashionable colors - violet, green, pink, and white

**Sony MHS-FS1 Bloggie Entry HD Camera**

*Available in March for about €170*

* Exmor CMOS Sensor allows for 1920×1080 high-definition MP4 videos and 5-megapixel still photos
* Digital 4x zoom lens, 2.7” LCD screen, and LED light on a lightweight body that slips easily into a pocket or purse
* SteadyShot™™ and Auto Focus/Auto Macro (4-inch) to realize close shots
* Face Detection and free style shooting/playback w/ auto-image rotation
* Available in black or white w/ 4GB internal memory for 120 min of HD recording
* Equipped w/ built-in USB arm and rechargeable battery for quick charging
* Embedded Bloggie software (Mac/PC compatible) and Share-it-Later feature for easy tagging and content upload to video-sharing websites
* HDMI output to playback HD content on compatible HDTV

**Personal Audio Accessories**

**MDR-Z1000 Premium Studio Headphones**

Available in April for about *€*500

* Liquid Crystal Polymer (LCP) film diaphragm and magnesium housing produce highly accurate, distortion-free sound
* Noise isolation design allows for good attenuation of ambient noise
* Cushioned, pressure-relieving earpads for a comfortable fit
* Resists high power input up to 3,000 mW
* Detachable, single-sided cord

**MDR-ZX700 Monitor Headphones**

Available in April for about *€*100

* Large 50mm driver units reproduce studio quality sound
* Noise isolation design allows for good attenuation of ambient noise
* Cushioned, pressure-relieving earpads for a comfortable fit
* Resists high power input up to 2,000 mW
* Single-sided cord, gold plated plug

**MDR-EX1000 Premium Earbud-Style Studio Headphones**

Available in April for about *€*500

* Liquid Crystal Polymer (LCP) film diaphragm and magnesium housing produce highly accurate, distortion-free sound
* Noise isolation design allows for good attenuation of ambient noise
* Hybrid silicone rubber ear buds and a convenient over-the-ear cord style for a secure, comfortable fit
* New 16 mm driver unit produces powerful, precise sound

**MDR-EX600 Earbud-Style Monitor Headphones**

Available in April for about *€*200

* Multiple diaphragm design and aluminum housing ensures high audio resolution and distortion-free sound reproduction
* Hybrid silicone rubber ear buds and a convenient over-the-ear cord style for a secure, comfortable fit
* New 16 mm driver unit produces powerful, precise sound

**Premium iPod Speaker Docks**

**RDP-X60iPSpeaker Dock for iPod®**

Available in April for about *€*200 TBC

* Premium speaker dock for iPod / iPhone with rich audio quality featuring elegant piano-black design
* Bluetooth® compatibility for audio streaming
* Bass boost circuitry provides high-quality bass performance
* Charges connected devices while docked
* Full-function wireless remote included

**RDP-M15iP Portable Speaker Dock for iPod®**

Available this Summer for about *€*150 TBC

* Sleek and portable speaker dock for iPod/iPhone
* Rechargeable battery with up to 6 hour battery life
* Rotating dock mechanism for widescreen viewing
* Premium audio reproduction
* Full-function wireless remote included

**RDP-M5iP Ultra-Portable Speaker Dock for iPod®**

Available this April for about *€*80 TBC

* Sleek and portable speaker dock for iPod/iPhone
* Rechargeable battery with up to 10 hour battery life
* Premium audio reproduction
* Compact and easy to use
* Full-function wireless remote included

**Mobile Electronics**

**Sony XAV-70BT In-Dash A/V Center**

Available in April for about *€700*

* 7 inch WVGA high quality, touch-screen display w/ motorized panel
* Built-in Bluetooth connectivity
* Front USB connection for iPod, iPhone and other digital music players
* Sony’s Advanced Sound Engine (ASE) and Dynamic Reality Amp create incredible in-car sound environment
* Intuitive, stylish GUI with gesture commands, simple setting menus, easy-touch buttons and more
* “SenseMe” channels analyze connected music library to create custom music moods and playlists
*

**Sony XAV-60 In-Dash AV Center**

Available in April for about *€450*

* 6.1 inch WVGA high quality, touch-screen display w/ slot disc entrance
* Sony’s Advanced Sound Engine (ASE) and Dynamic Reality amp create incredible in-car sound environment
* Intuitive, stylish GUI with gesture commands, simple setting menus, easy-touch buttons and more
* “SenseMe” channels and moods analyze music collection of a connected DMP and create custom music playlists

**Dash**

**New Sony Dash**

*Available this summer*

* Delivers real-time information at a glance
* Over 1000 free apps available, including popular social networking, news, weather, sports, and more
* 7” LCD touchscreen
* Supports internet radio playback and photo album viewing
* Built-in speaker and headphone jack
* Connects to your home wireless network
* Available in black

**New Sony Dash Portable**

*Available this summer*

* Delivers real-time information at a glance
* Over 1000 free apps available, including popular social networking, news, weather, sports, and more
* Built-in lithium-Ion battery for portability
* 7” LCD touchscreen
* Supports internet radio playback and photo album viewing
* Built-in speaker, and headphone jack
* Connects to your home wireless network
* Available in three colors—brown, orange, and slate blue

**Reader Digital Books**

**Sony Reader Pocket Edition (PRS-350)**

*Available now in silver or pink for about $179*

* Lightweight design with a full 5-inch clear touch screen
* Turn pages with the swipe of a finger, take notes, highlight or look up words in two English dictionaries or 10 translation dictionaries
* 2 GB of onboard memory to carry up to 1,200 books at a time
* Paper-like display, easy to read even in bright sunlight
* Two weeks of battery life a single charge
* Open format allows access to books from a range of sources, including Sony’s Reader Store, Google Books and public libraries

**Sony Reader Touch Edition**

*Available now in red or black for about $229*

* Elegant 6-inch display with easy-to-use clear touch screen navigation
* Freehand notes and highlighting, export notes to computer and print
* Turn pages with the swipe of a finger, take notes, highlight or look up words in two English dictionaries or 10 translation dictionaries
* On board capacity for up to 1,200 books, expansion slots to hold literally thousands more
* Paper-like display, easy to read even in bright sunlight
* Two weeks of battery life on a single charge
* Open format allows access to books from a range of sources, including Sony’s Reader Store, Google Books and public libraries

**Sony Reader Daily Edition**

*Available now for about $299*

* Wide-format, 7-inch display with clear touch screen navigation
* Free 3G wireless access to download books and periodicals on the go
* Wi-fi connectivity for reading-related Web browsing
* On board capacity for up to 1,200 books, expansion slots to hold literally thousands more
* Read in portrait or 2-page landscape mode
* Turn pages with the swipe of a finger, take notes, highlight or look up words in two English dictionaries or 10 translation dictionaries
* Two weeks of battery life on a single charge
* Open format allows access to books from a range of sources, including Sony’s Reader Store, Google Books and public libraries

**Sony Ericsson Smartphone**

**Sony Ericsson Xperia™ arc**
*Available in select markets in the end of the first quarter*

* Visually brilliant smartphone, powered by Android™
* Slim, lightweight and strong, with perfect ergonomics
* Reality Display with Mobile BRAVIA® Engine
* Sony Exmor R™ for mobile: for best-in-class low-light video and photo capture
* Share your masterpieces on your TV easily via HDMI
* The latest version of the Android platform
* Offered in color choices of midnight blue and misty silver (may vary by market)