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Listen for longer with new E Series Walkman® video MP3 players

- **Enjoy pure, rich Walkman® sound with powerful bass**
- **Easy transfers from your PC music library or iTunes**

Don't stop the music: keep listening for longer to your favourite sounds with the new Walkman® E580 and E380 from Sony.

Slipping easily into a pocket or bag, Walkman® E Series keeps you entertained with extra-generous battery life and powerful, silk-smooth sound you'd expect from Sony.

Both new video MP3 players bring out the very best from your music collection. Whatever your tastes, Clear Audio technologies by Sony assure richly-detailed sound with powerful bass, crystalline highs and less leakage between stereo channels.

Filling Walkman® with your music collection is easy. Just drag and drop songs, photos, videos, podcasts and playlists (non-DRM content only) from Windows® Explorer or your iTunes library.

Walkman® E580 with digital noise cancelling

Giving up to 77 hours play time from a single battery charge, the elegant new Walkman® E580 is your perfect partner for holidays, fun-filled weekends away or the daily commute.

Experience rich, high quality sound that's the signature of Walkman®. Switch on ClearAudio+ mode and enjoy your music just the way it's meant to be

heard, with clear stereo, crystal-clear highs and powerful undistorted bass. There's a full range of Sony audio technologies to enhance your listening, including Clear Bass, Clear Stereo and Clear Phase. DSEE (Digital Sound Enhancement Engine) restores those subtle high frequency details that get lost when you're listening to heavily-compressed digital music files. Unique to Sony, VPT (Virtualphones Technology) adds an extra dimension to your listening with the authentic ambience of a studio, club or arena.

Slip in the supplied in-ear phones and let powerful digital noise cancelling cut intrusive background sounds by up to 98%. Whether you're flying, commuting by bus or train – or even working in the office – Walkman® E580 immerses you in a world of blissfully uninterrupted audio.

For the first time, E Series Walkman® now lets you enjoy music files in the popular FLAC format, widening your listening options even further.

Fabulous Walkman® sound is matched by equally desirable looks, with a slim, refined new aluminium body that adds an extra wow factor to your listening.

Walkman® E380

Colourful, compact Walkman® E380 Series is an introduction to legendary Walkman® sound for younger music lovers and students.

Get the best from your music collection with Clear Bass for a satisfying, distortion-free bottom end and Clear Stereo that keeps left/right channels cleanly separated. Dynamic Normaliser reduces sudden unexpected jumps in volume between tracks when you're listening in shuffle mode. There's also a 5-band equaliser with presets and custom settings to fine-tune sound according to your tastes.

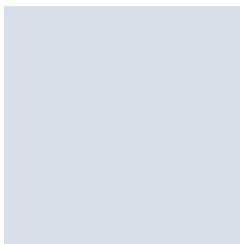
View photos and videos on the clear, bright LCD screen or listen to FM radio stations. With up to 30 hours music playback from a single charge, there's plenty of battery stamina to keep you entertained on lengthy journeys.

The new Walkman® NWZ-E580 and NWZ-E380 video MP3 players from Sony are available in Europe from July.

About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, semiconductors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>

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