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Sony announces great new ways to enjoy music around the home, just the way you want to

- **Music as the artist intended with High-Resolution Audio**
- **Pure sound anywhere in your home with SongPal Link™ for wireless multi-room music listening**
- **High-quality wireless listening with LDAC™**
- **Enjoy and share a multitude of music streaming services with Google Cast for audio**

At CES 2015 Sony is introducing a range of innovative technologies for breathtakingly pure, satisfying audio listening around the home – it's a whole world of new music experiences.

Listen to music throughout the home via Wi-Fi with new SongPal Link for multi-room playback. Enjoy more High-Resolution Audio products delivering brilliantly pure music, and explore a huge choice of online entertainment that's got every musical taste covered. You can even 'cast' what you're listening to on your smartphone or tablet straight to your speakers with new Google Cast for Audio.

With a far higher resolution than MP3 or CD, Hi-Res Audio captures the finest nuance of each note, bringing you closer to the spirit and soul of the music as the artist originally intended. You can now experience an enhanced wireless listening for all your music, thanks to the efficient new LDAC codec that transmits data three times more efficiently than standard Bluetooth® streaming.

Sony has worked closely with Google to launch Google Cast for audio, which officially launches at CES. Google Cast for audio is a new and easy way to enjoy major streaming services including Google Play Music, Deezer, and many more on your home speakers. Simply tap the cast button in your favorite audio app on Android or iOS, and select a speaker or group of speakers to get started, including selected Sound Bars, wireless speakers and Home Cinema AV Receivers from Sony. Speaking about Google Cast for audio Suveer Kothari, Google Cast Director of Business Development said "Based on the success of Chromecast, we're excited to expand the Google Cast ecosystem by working closely with leading manufacturers such as Sony, making it even easier for our users to enjoy music, news, podcasts, and more, on the best speakers in the home."

SongPal Link for multi-room playback lets you enjoy your favourite music stored in your smartphone or PC via Wi-Fi throughout the home, with superb sound quality. Say goodbye to glitches, fading and drop-outs. Enhanced dual-band Wi-Fi (2.4GHz/5GHz) means a more stable signal path with less interference, ensuring rock-solid playback of music streaming services like Spotify Connect^[1] and other Google Cast for audio supported services. Enjoy all these services at their best, upscaled to near Hi-Res Audio quality with Sony's unique DSEE HX™ for richer and better sound. Smart Zone Management intelligently prioritises wireless network traffic, letting you enjoy pristine sound in as many rooms as you wish^[2]. Set-up is refreshingly simple and intuitive, too: control everything from your smartphone or tablet with the latest version of Sony's SongPal™ app (for Android and iOS).

Listening to music wirelessly over Bluetooth® doesn't have to mean anything less than a quality listening experience. At CES Sony is showing a range of new products – from Sound Bars and AV Receivers to headphones and wireless speakers – supporting the efficient new LDAC codec. Until now, transmitting High-Resolution Audio over ordinary Bluetooth connections meant heavy signal compression that compromised sound quality. But now LDAC dramatically boosts encoding efficiency, allowing effortless streaming from devices like the new NW-ZX2 Walkman® to compatible devices with high-quality sound.

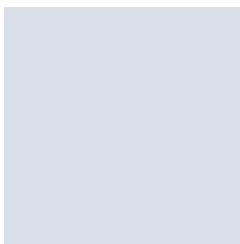
Sony's new range of audio products delivering new ways to listen to your music will be available in Europe over the coming months.

[1] Compatibility update scheduled after product introduction via firmware update. Confirmation available on the relevant Sony product page (www.sony-europe.com) for detailed firmware update schedule

[2] Up to 10 devices can be included in SongPal Link including Master unit

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 online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$75 billion for the fiscal year ended March 31, 2014. Sony Global Web Site: <http://www.sony.net/>

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