

May 22, 2012 17:10 CEST

## **Sony Entertainment Network's Music Unlimited application for iPhone and iPod Touch ready for global release**

Sony Network Entertainment International today announced the pending release of the Music Unlimited service application (app) for iPhone® and iPod touch®<sup>1</sup> this coming Friday, May 25. With the free app, subscribers can access the service's global catalog of millions of tracks<sup>2</sup> whenever and wherever they are.

“With the proliferation of connected devices, consumers expect complete access to their digital entertainment and demand a consistent experience regardless of the device,” said Tim Schaaff, President of Sony Network Entertainment International. “Bringing the Music Unlimited service to iPhone and iPod touch is one of the many ways we are able to reach more music lovers around the world while ensuring the same level of high-quality entertainment that is associated with the overall Sony Entertainment Network experience.”

The iPhone® and iPod touch® will be the newest additions to the Music Unlimited service's existing ecosystem of Sony and other connected devices including PlayStation®3, PlayStation®Vita, BRAVIA® TVs, and Android™ tablets and smartphones including Sony Xperia™. The new app allows consumers to listen to their music library<sup>3</sup>, playlists and channels, easily add songs to playlists, discover related artists and tracks, and browse by genre.

“We want to let users pick up their favorite device and crank up the Music Unlimited service at any time,” said Michael Aragon, Vice President and General Manager of Digital Video and Music Services, Sony Network Entertainment International. “With the addition of the new iPhone and iPod touch app, users with a Basic or Premium subscription can listen to their favorite songs across a number of the most popular connected devices – in and out of the home.”

The new Music Unlimited service iPhone® and iPod touch® app can be downloaded for free from the App Store™ beginning Friday, May 25, 2012.

### **About the Music Unlimited service**

Music Unlimited is a cloud-based digital music service that hosts a global catalog of over 15 million licensed songs<sup>2</sup> including all major US labels, leading independent labels, and major publishers worldwide. Originally launched in December 2010, the Music Unlimited service now reaches 16 countries and is available on a wide range of Sony and non-Sony connected devices. With its breadth of available connected devices and regional reach, along with the depth of its music catalog, the Music Unlimited service is the ultimate music subscription service<sup>4</sup> for users who want to play their music whenever and wherever. For more information, please visit:

<http://sonyentertainmentnetwork.com/music-unlimited/>.

### **About Sony Entertainment Network**

Sony Entertainment Network is the ultimate destination for digital music, movies, games and more. All through the convenience of a single account, Sony Entertainment Network is a global comprehensive network platform that unifies Sony's digital entertainment experience across a growing ecosystem of Sony and non-Sony devices. Additional information about Sony Entertainment Network can be found by visiting:

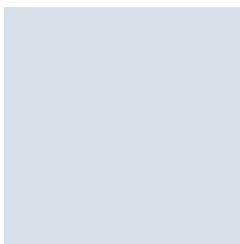
[blog.sonyentertainmentnetwork.com](http://blog.sonyentertainmentnetwork.com), [www.sonyentertainmentnetwork.com](http://www.sonyentertainmentnetwork.com), [www.facebook.com/sonyentertainment](http://www.facebook.com/sonyentertainment), and [www.twitter.com/sonyentnet](http://www.twitter.com/sonyentnet).

---

### **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/>

## Contacts



### **Sony Europe PR Team**

Press Contact

PR Team

[press@eu.sony.com](mailto:press@eu.sony.com)