

Sony takes on iPod with new Walkman

Sony has unveiled its first MP3-compatible, hard disk Walkman music player in an attempt to recover ground lost to Apple Computers' iPod. With it, Sony aims to reclaim the market for portable and personal music devices, which it helped to launch 25 years ago with its first Walkman

SONY NW-HD3

Supports **ATRAC3plus** (Sony's own compression technology) and **MP3** format used by Apple's **iPod**

20GB hard disc holds **10,000-13,000 songs** – double iPod's capacity – using ATRAC's better compression

Aluminum body: Comes in red, silver, black or pink

£ 249



NW-HD3 versus iPod

▶ **BATTERY:** Sony's Lithium-ion battery plays for 30 hours, 2.5 times longer than **iPod**

▶ **NON-COMPATIBILITY:** Songs bought at Apple's online music store **iTunes** cannot be played on a Sony Walkman. Customers at Sony's **Connect** site cannot play back songs on iPods

▶ **UPGRADES:** Sony will upgrade older players to MP3 compatibility for a \$20 charge. **Apple users can download upgrades directly via their PC**

£ 219

▶ **POPULARITY:** Sony has sold 340 million Walkman players over the past 25 years. Since iPod's introduction in October 2001, Apple has sold more than 6 million units

