Sony launches Walkman in a phone

Sony has launched a massive bid to recapture the personal stereo market that it invented, by launching the first-ever Walkman mobile phone. Sony hopes its W800i – a joint venture with Swedish telecoms giant Ericsson – will recover ground lost to arch-rival Apple's ubiquitous iPod

Walkman timeline

1979: Sony launches *Walkman* portable cassette player, TPS-L2

1981: *WM2*, record 2.5 million sold

1983: First cassette tape-sized player. Water-resistant sports model launched

1984: *Discman,* portable CD player

1986: First remote-control headphones. ***"Walkman"*** enters Oxford English Dictionary

1988: First wireless headphones

1990: *Digital Audio Tape* recorder

1991: CD jacket-sized compact disc player

1992: First portable ***MiniDisc*** digital recorder

1999: *Network Walkman* using solid-state *Memory Stick* only plays proprietary *ATRAC3* format

2001: *Net MD* enables high speed transfer of PC music data to MiniDisc

2004: *MP3* player with 20Gb hard disk

512Mb Memory Stick Duo, 150 songs or 10-12 full CDs. Expandable to 1Gb

TPS-L2

Supports ***MP3*** and ***AAC*** – high quality format used by Apple's ***iPod***

Battery life: 30 hours music with phone off, 15 with phone on

2-megapixel camera with MPEG4 digital video recording

Handset includes phone cable that connects to stereo

Bluetooth wireless compatible, plus ***USB*** connection

Sources: Sony, Sony Ericsson

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STANDARD MEASURES (SAU)