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Sony announces new Walkman line-up

IFA 2008: S, E and B Series at IFA

by Amy-Mae Elliott published on 28 August 2008

Sony has announced a new Walkman music player line-up at IFA, with the launch of the S, B and E series devices.

The 7.5mm thick S Series is described as "super-light" and has a 2-inch QVGA LCD display. Video capable, it offers 30fps playback and horizontal or vertical viewing.

Sony says its colourful interface can be personalised with wallpaper or photos whilst a new feature see podcasts grouped together under a single icon.

There's also Supplied Content Transfer software for claimed easy drag and drop file transfer, and the player gets SensMe genre/channel playlist tech borrowed from Sony Ericsson phones.

The S series models will come pre-loaded with eight video tracks from Sony BMG artists and the NWZ-S730F model offers a three-way noise-cancelling system in conjunction with 13.5mm EX headphones. Battery life is a claimed 40 hours for music and 10 hours for video.

The E series is also described as slim and light with a 2-inch QVGA LCD screen and the same horizontal or vertical flipping and is said to offer 45/8 hours of battery life for music/video.

The B Series is a USB stick style player at the affordable end of the range available in a choice of fashion colours with FM radio and voice recorder.

The new Walkman S series, E series and B series models will be available in stores from October with pre-ordering online from Sony Style live from September.

