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Sony starts "Designed for Walkman" scheme

Complete with logo

by Amy-Mae Elliott published on 8 September 2008

Sony Corporation has announced that it will launch a new license program, "Designed for Walkman" that runs on similar lines to Apple's "Made for iPod" scheme.

As part of the scheme, Sony will disclose specifications for "WM-PORT", Sony's multi-terminal for connecting Walkman with accessories, to approved manufacturers.

These manufacturers will then get to feature the "Designed for Walkman" logo on packaging, all aimed to expand the Walkman accessory line-up.

As Engadget points out, Sony currently has around a 2% of the MP3 player market so it's possibly not a golden goose for accessory makers.

