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Sony launches new MiniDisc Long Play portables

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Sony launches new MiniDisc Long

Sydney - 26 April 2001 - Sony Australia today announced the release of five new MiniDisc (MD) portable units all featuring MiniDisc Long Play (MDLP), which enables over five hours of continuous music playback on a single MD.

The new range has been extensively revised and includes new features and specifications at price points significantly below previous models. An example of this is the MZR500 - a recordable unit featuring MDLP, with up to 48 hours playback on a single AA battery (in LP4 mode), G-PROTECTION shock resistant system and digital sound presets all for \$429.

"The new range of MD portables represents a significant step forward for not only MD Walkman themselves, but the whole MD format", said Ms Mariko Nakagawa, Personal Audio Product Manager at Sony Australia.

"What we are seeing is the cost of MD coming down to a level which is much more accessible. For \$429, a customer can purchase a unit that will record from a wide variety of sources and then easily slip into your pocket, to provide over five hours of uninterrupted music playback."

"MDLP is also a highly cost effective way of archiving music, costing a mere two cents per minute. * Consumers will also save on the cost of buying new discs, since a single standard MD can now do the job of four." The new range topping MZR900 has features, which position it at the leading edge of MD Walkman technology. These include playback and recording times of up to 66 and 30 hours respectively, CD to MD text function, backlit LCD remote control and double jog lever for convenient use.



Other models in the range are the extra-light MZE500 at a mere 76 grams (main unit only), the feature-packed MZR700 that comes with remote control and rechargeable battery and the AM/FM tuner remote control equipped MZG750.

MiniDisc Long Play - why and how?

MDLP was developed to satisfy consumer demand for longer playback times from MD. Practically speaking, users can now fly from Sydney to Perth without having to change discs in their MDLP portable.

The increase in playback time has been achieved through the use of ATRAC3 compression, which was originally developed to enable high quality music to be stored on solid-state media such as Sony's own MagicGate Memory Stick. Sony engineers have been able to adapt the technology to MD to enable such long recording and playback times.

In addition to standard playback mode, MDLP incorporates two different Long Play modes, LP2 and LP4, which each use a different bit-rate - 132 and 66kbps - to achieve playback times of 160 minutes and 320 minutes respectively on a standard 80 min MD.

No special media is required for MDLP, since the technology to achieve long recording times is integrated in the hardware and not dependent on media at all. This means current MiniDisc users who purchase an MDLP unit do not have to buy new media, but can simply use their existing discs. However, MDLP recorded discs need to be played back on MDLP compatible units.

In addition to MD portables, the MDLP function is also available on a wide range of HiFi systems and components, as well as selected MD car audio units.

* Calculated on a standard 74 minute MiniDisc

Model	Price	Availability
MDLP portables		
MZE500	\$579	May
MZR500	\$429	May
MZR700	\$529	May
MZG750	\$679	May
MZR900	\$799	May

For further consumer information:

Call 1300 13 SONY (7669)

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