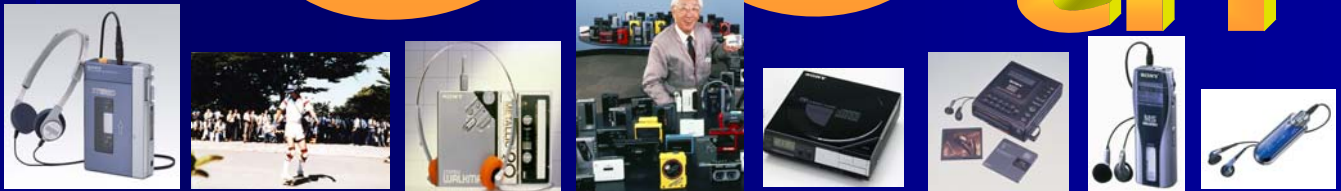


30th Anniversary of Walkman

Music on the Go

An Incredible History Born from One Small Idea

30th



This year marks the 30th anniversary of Walkman---that historic stereo cassette player which first went on sale July 1, 1979.

The launch of Walkman changed the way people enjoy music and even their lifestyles. This historic product all began with just one small idea: the simple desire to enable people to enjoy music anytime, anywhere and without bothering those around them.

While realizing this dream seemed difficult at first, the answer was as plain as day. Sony engineers were told to slightly alter the already existing compact tape recorder and transform it into a “play only” model while adding headphones as well. The result was a compact cassette tape player with surprisingly high quality sound.

Walkman was thus born from a seemingly simple “Columbus’s egg” idea (an idea or discovery that seems simple or easy only after the fact). Experience for yourself Walkman’s 30-year history of challenge and commitment to excellence on display from July as part of a special commemorative exhibit at Sony Archives.

Period: July 1st (Wed.) through Dec. 25th (Fri.) 2009

Place: Sony Archives Tel. 03-5448-4455