

INGENIOUS IDEAS

DEPARTMENT

Versatile Drive Offers Take-Along Technology

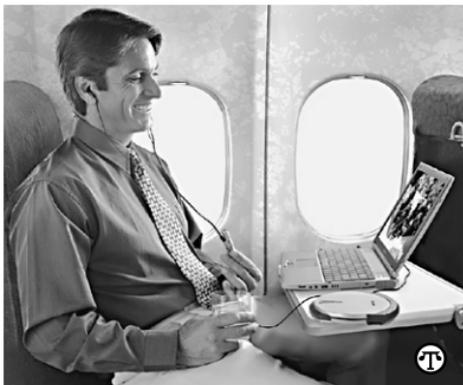
(NAPSA)—Computer users can now avoid a highly frustrating problem: having the hardware you need for a specific task—but not on the computer at which you're working.

For example, your home PC may have a DVD-ROM drive, but you'd like to have that technology for your laptop—for easy entertainment on plane or train trips. Or you'd like to burn music CDs at home, but the only CD-RW drive at your disposal is at your office.

Fortunately, there's now an inexpensive way to take advantage of such technology wherever you go. Sony Electronics has introduced a portable, battery-operated CD-RW and DVD-ROM drive that doubles as a stand-alone CD, MP3, WMA and WAV player.

The versatile device (model MPD-AP20U) incorporates a Memory Stick® media slot and operates on a rechargeable battery to provide users with the ultimate all-in-one burner/player whether at home, in the office or on the go. The lightweight drive includes a high-speed USB interface for plug-and-play connectivity and comes with easy-to-use software for Macintosh and Windows.

With this sleek device, computer users can perform common CD-R/RW burning tasks—such as backing up data, recording digital images and creating original music CDs—at up to 24X speed.



A sleek, portable drive makes it possible to burn CDs, listen to music or watch movies wherever you are.

When connected to a computer, the MPD-AP20U also operates as a DVD-ROM drive for viewing DVD movies, and as a Memory Stick media reader for viewing, saving and transferring files.

When detached from a computer, the drive works as a stand-alone CD player that can play back standard audio CDs, as well as MP3, WMA and WAV files from either a CD, DVD or Memory Stick media. The new drive, which has an estimated sales price of less than \$300, comes complete with all the necessary accessories and a suite of software to begin recording and enjoying out of the box.

The MPD-AP20U is available through catalogs, retail outlets and online shopping sites, including SonyStyle.com. To learn more, visit www.storagebysony.com.