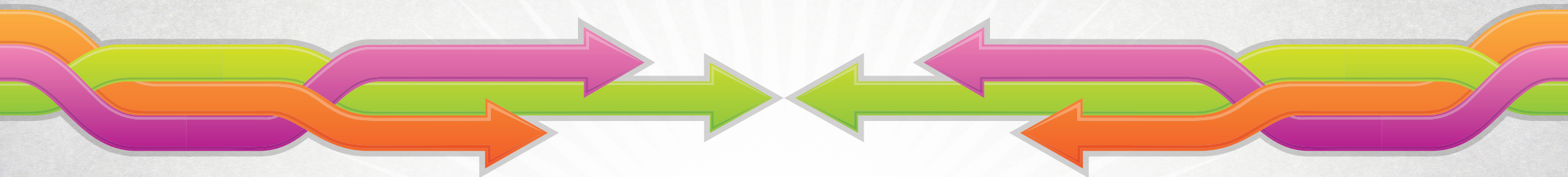




RITCHDESIGN



CATALOGUES

I have designed, constructed and delivered hundreds of product catalogue pages. These pages have been created on behalf of clients such as Samsonite and Tefal, but predominantly Sony. Catalogues have included Argos, Littlewoods, Index and Grattans.

Argos Sony Shop

For DVD Players/Recorders from Sony, see page XXX

BRAVIA

SONY

For Home Cinema Systems from Sony, see page XXX

Argos Sony Shop



3 Year Guarantee On Sony TVs like this

'S'-Series 50Hz LCD TV
Great picture at a great price

1 BRAVIA S-Series HD Ready Digital LCD TV
SCREEN 22.96/21.03/40" RESOLUTION UP TO 1020 x 1080
HOME 1 CONTRAST UP TO 13,000:1
Features an integrated digital tuner to access additional digital TV and radio channels, together with BRAVIA Engine 2 for sharper, crisper images, and up to 3 HDMI for the best quality connecting. USB port for music & photos.
EXXXX.XX 22" S-Series HD Ready LCD TV EXXXX.XX 37" S-Series Full HD LCD TV
Contrast Ratio 6,000:1 cat no 528/4514
EXXXX.XX 26" S-Series HD Ready LCD TV EXXXX.XX 40" S-Series Full HD LCD TV
Contrast Ratio 5,000:1 cat no 528/4172
EXXXX.XX 32" S-Series HD Ready LCD TV EXXXX.XX 46" S-Series Full HD LCD TV
Contrast Ratio 55,000:1 cat no 528/4938

Save XXX When bought with DVPNS218 DVD player (37" & 40" 5500 only)

'W'-Series 100Hz LCD TV
High Definition at it's best

3 BRAVIA W-Series Full HD Ready 100Hz Digital LCD TV
SCREEN 32.73/40/46/52" RESOLUTION 1920 x 1080
HOME 4 CONTRAST UP TO 100,000:1
The W-Series adds Motionflow 100Hz to the V-Series models to maintain sharper and clearer images, particularly when watching fast moving action.
EXXXX.XX 37" W-Series Full HD LCD TV EXXXX.XX 46" W-Series Full HD LCD TV
Contrast Ratio 60,000:1 cat no 528/4921
EXXXX.XX 37" W-Series Full HD LCD TV EXXXX.XX 52" W-Series Full HD LCD TV
Contrast Ratio 50,000:1 cat no 687/7215
EXXXX.XX 46" W-Series Full HD LCD TV EXXXX.XX 52" W-Series Full HD LCD TV
Contrast Ratio 100,000:1 cat no 528/4978
cat no 528/5939 Home delivery only



3 Year Guarantee On Sony TVs like this



Freeview
Freeview Integrated Digital Tuner
Integrated digital tuner gives additional digital TV and radio channels for FREE. Aerial upgrade may be required.
Compatible with products 1, 2, 3 & 4.



BRAVIA Engine 2
Automatically clear and life-like colours with the most natural tones possible.
Compatible with products 1 & 4.



USB Media Player
Connect a wide range of USB devices straight to BRAVIA. Just hit play to enjoy your favourite multimedia files on the big screen.
Compatible with products 1, 2, 3 & 4.



Motionflow 100Hz
Intelligently doubles the number of images per second from any source and applies Sony unique image blur reduction technology.
Compatible with products 3.



dlna CERTIFIED
Play photos, music and video content from your PC on your BRAVIA LCD TV & other DUNA devices.
Compatible with products 2, 3, 5 & 6
*Please refer to the packaging.



Full HD 1080
Full HD 1080 TV can output sources, such as Blu-ray Disc, in their full glory.
Compatible with products 1, 2, 3, 5 & 6
*Please refer to the packaging.



3 Year Guarantee On Sony TVs like this

'V'-Series 50Hz LCD TV
Packed with extra features

2 BRAVIA V-Series Full HD Ready 50Hz Digital LCD TV
SCREEN 32.73/40/46/52" RESOLUTION UP TO 1020 x 1080
HOME 4 CONTRAST UP TO 60,000:1
Stepping up from the S-Series, the V-Series includes Full HD on all models and enhanced picture technology with BRAVIA Engine 3. DUNA gives you easy access to all your music, video and pictures. Access up-to-date internet information via AppliCast.
EXXXX.XX 32" V-Series Full HD LCD TV EXXXX.XX 46" V-Series Full HD LCD TV
Contrast Ratio 60,000:1 cat no 536/8021
EXXXX.XX 37" V-Series Full HD LCD TV EXXXX.XX 52" V-Series Full HD LCD TV
Contrast Ratio 60,000:1 cat no 536/8079
EXXXX.XX 40" V-Series Full HD LCD TV EXXXX.XX 52" V-Series Full HD LCD TV
Contrast Ratio 60,000:1 cat no 528/4969
cat no 536/5668 Home delivery only?

Save XXX When bought with DVPNS218 DVD player (37" & 40" 5500 only)

'Z'-Series 200Hz LCD TV
Faster, sharper, smoother

4 BRAVIA Z-Series Full HD Ready 200Hz Digital LCD TV
SCREEN 40/46/52" RESOLUTION 1920 x 1080
HOME 3 CONTRAST UP TO 80,000:1
The World's 1st 200Hz LCD TV takes the 100Hz technology in the W-Series to another level by intelligently inserting a further 100 frames per second, to deliver the smoothest, sharpest picture with natural motion.
EXXXX.XX 40" Z-Series Full HD LCD TV cat no 536/7645 Home delivery only?
EXXXX.XX 46" Z-Series Full HD LCD TV cat no 536/7652 Home delivery only?
EXXXX.XX 52" Z-Series Full HD LCD TV cat no 536/7669 Home delivery only?



3 Year Guarantee On Sony TVs like this



24P TRUE CINEMA
24p Full Cinema
Enjoy magnificent home cinema at 24 frames per second just as the director intended.
Compatible with products 2, 3 & 4.



BRAVIA Engine 3
3-Force Front Surround
Delivers virtual 5.1 channel surround sound in the space around the room.
Compatible with products 2, 3 & 4.



BRAVIA Engine 3
Unsurpassed contrast brightness, video noise reduction and colour reproduction.
Compatible with products 2, 3 & 4.



AppliCast
Access an exciting range of internet based applications on your BRAVIA TV while watching TV.
Compatible with products 2 & 3.



Motionflow 200Hz
Delivers the sharpest and smoothest picture by doubling the effect of Motionflow 100Hz processing.
Compatible with product 4.



eco settings
Includes Power Saving, Idle TV Standby, PC Power Management and Light Sensor.
Compatible with products 1, 2, 3 & 4.

1 Product section Our largest ever range of Sony products CHOOSE IT, RESERVE IT, PICK IT UP IN-STORE TODAY! See page X 2 Product section

Argos Sony Shop

For iPod Docks from Sony, see page XXX



Video WALKMAN®
Watch what you listen to

SONY

For iPod Docks from Sony, see page XXX

Argos Sony Shop



1 WALKMAN® E Series Video MP3 Player
NO OF TRACKS UP TO 4000*
VIDEO PLAYBACK UP TO 4.5HRS**
MUSIC PLAYBACK UP TO 10HRS**
DOWNLOADS DEBITO
Listen to music, view a slideshow or watch video content on a high quality 2in LCD display. Multi-code compatible including 3DR playback - ensures that you can watch and listen to your music/video files in most music and video file formats. FM radio with recording function.
EXXX.XX 4GB E Series Video MP3 Player NWZ448F (Breakdown cover up to 3 years - cat no XXXXXXXX EXXX.XX, cat no XXXXXXXX Black, cat no XXXXXXXX Red)
EXXX.XX 8GB E Series Video MP3 Player NWZ448F (Breakdown cover up to 3 years - cat no XXXXXXXX EXXX.XX, cat no XXXXXXXX Black, cat no XXXXXXXX Red)
EXXX.XX 16GB E Series Video MP3 Player NWZ448F (Breakdown cover up to 3 years - cat no XXXXXXXX EXXX.XX, cat no XXXXXXXX Black, cat no XXXXXXXX Red)



2 EXXX.XX AC Charger ACHWUM50
Compatible with items 1, 4, 7 & 9
cat no XXXXXXXX



Works with BBC iPlayer
Watch up to 480 hours of BBC programmes every week.
Refers to products 1 & 4.



Easy music and video transfer
Easily transfer your content from your windows media or iTunes library with converter transfer software.
Refers to products 1, 4, 7 & 9.



3 EXXX.XX Speaker Dock SR5-WWM30
400 output power. Compatible with items 1 & 4.
cat no XXXXXXXX



Direct sound quality
Best-ever WALKMAN® sound quality with 5-Milliwatt Digital Amplifier, Digital Noise Cancelling and Clear Audio technologies.
Refers to product 2.



3" OLED Touchscreen
Enjoy incredible colours and contrast for breathtaking results from your videos & photos.
Refers to product 4.



5 EXXX.XX A-Series Leather Case XXXXXXXX
Compatible with item 4.
cat no XXXXXXXX extra



Wi-Fi connectivity
Wi-Fi connectivity for easy YouTube™ streaming, Podcast direct downloading and internet browsing.
Refers to product 4.

Touchscreen WALKMAN®
Serious about sound



4 WALKMAN® X Series Video MP3 Player
NO OF TRACKS UP TO 4000*
VIDEO PLAYBACK UP TO 13HRS**
MUSIC PLAYBACK UP TO 10HRS**
DOWNLOADS DEBITO
Premium MP3 player with 3in OLED touchscreen for outstanding video playback. Digital Noise Cancelling headphones for noise reduction and integrated 5-Milliwatt amplifier for stunning sound quality. Wi-Fi connectivity, album scroll function, FM radio and Multi-code compatible - ensures that you can watch and listen to your music/video files in most music and video file formats.
EXXX.XX 16GB X Series Video MP3 Player NWZ21050 (Breakdown cover up to 3 years - cat no XXXXXXXX EXXX.XX, cat no XXXXXXXX Purple, cat no XXXXXXXX Green)
EXXX.XX 32GB X Series Video MP3 Player NWZ21050 (Breakdown cover up to 3 years - cat no XXXXXXXX EXXX.XX, cat no XXXXXXXX Purple, cat no XXXXXXXX Green)

Direct USB WALKMAN®
Connect to your music



Power Illuminator
Power Illuminator LED flashes red with the rhythm of the music.
Refers to product 7.



Quick charge with direct USB
3 minutes charge for up to 10 minutes playback. Direct USB plug in for easy charging and music transfer.
Refers to products 7 & 9.



Docking cradle included
Place your WALKMAN® on the supplied dock, plug into your PC to manage your music & charge your battery.
Refers to product 9.



Wear your WALKMAN®
Sony's unique design makes it extremely comfortable to wear and convenient to carry. Ideal for health and fitness.
Refers to product 9.



Superior sound quality
With no need for wires and cables, the V Series WALKMAN® not only delivers on style but also on superior sound quality.
Refers to product 9.



6 EXXX.XX B Series Sports Armband CRANW010
Compatible with item 7.
cat no XXXXXXXX



8 EXXX.XX W-Series Protective Case XXXXXXXX
Compatible with item 9.
cat no XXXXXXXX extra



7 WALKMAN® Direct USB MP3 Player
NO OF TRACKS UP TO 1000*
VIDEO PLAYBACK NO
MUSIC PLAYBACK UP TO 10HRS
DOWNLOADS DEBITO
MP3 player with 3 line LCD display 3 min charge for 90 min playback. Bass boost button to enhance sound. Multi-code compatible - ensures that you can listen to your music files in most music file formats. In built voice recorder.
EXXX.XX WALKMAN® ZGB NWZ-B142 (Breakdown cover up to 3 years - cat no XXXXXXXX EXXX.XX, cat no XXXXXXXX Black, cat no XXXXXXXX Pink, cat no XXXXXXXX Red extra)
EXXX.XX WALKMAN® ZGB NWZ-B142B with FM tuner (Breakdown cover up to 3 years - cat no XXXXXXXX EXXX.XX, cat no XXXXXXXX Black extra)
EXXX.XX WALKMAN® 4GB NWZ-B143 (Breakdown cover up to 3 years - cat no XXXXXXXX EXXX.XX, cat no XXXXXXXX Black, cat no XXXXXXXX Pink, cat no XXXXXXXX Red extra)

Wearable WALKMAN®
All-in-one Sports MP3 Player



9 EXXX.XX WALKMAN® W Series ZGB MP3 Player NWZ2002
NO OF TRACKS UP TO 200*
VIDEO PLAYBACK NO
MUSIC PLAYBACK UP TO 13HRS
DOWNLOADS DEBITO
Wearable MP3 player ideal for active use. No need for separate headphones. 3 minutes charge for up to 90 minutes playback**. Complete with charging stand. Multi-code compatible - ensures that you can listen to your music files in most music file formats. In built voice recorder.
cat no XXXXXXXX Black, cat no XXXXXXXX Pink, cat no XXXXXXXX White extra, cat no XXXXXXXX Green extra, cat no XXXXXXXX Purple/Gold extra
(Breakdown cover up to 3 years - cat no XXXXXXXX EXXX.XX)

1 Product section Our largest ever range of Sony products CHOOSE IT, RESERVE IT, PICK IT UP IN-STORE TODAY! See page X 2 Product section

Argos Sony Shop

Cyber-shot



1 EXXXXJX Cyber-shot W180 10MP Camera
 OPTICAL ZOOM: 1.0x LCD SCREEN: 2.7"
 ANTI BLUR: DIGITAL FACE DETECTION: YES
 BATTERY: Li-ION DEPTH: 1.8 cm
 New ultra slim camera with metal frontface panel, Face Detection and Smile Shutter. STAMINA rechargeable battery (supplied).
 (Breakdown cover up to 3 years - cat no XXXXXX EXXXX) cat no 559/2816 Red



2 EXXXXJX Cyber-shot S930 10MP Camera
 OPTICAL ZOOM: 3.0x LCD SCREEN: 2.4"
 ANTI BLUR: DIGITAL FACE DETECTION: YES
 BATTERY: AA DEPTH: 2.6 cm
 Excellent when easy to use camera with SteadyShot and selectable Scene modes. 2x AA batteries (supplied).
 (Breakdown cover up to 3 years - cat no XXXXXX EXXXX) cat no 559/0979 Black cat no 559/2142 Pink



3 EXXXXJX Cyber-shot W270 12MP Camera
 OPTICAL ZOOM: 5.0x LCD SCREEN: 2.7"
 ANTI BLUR: DIGITAL FACE DETECTION: YES
 BATTERY: Li-ION DEPTH: 2.2 cm
 Sleek all metal body with Smile Shutter, Intelligent Scene Recognition, 28mm wide angle lens and 720p HD movie recording. Optical SteadyShot for blur free shots.
 (Breakdown cover up to 3 years - cat no XXXXXX EXXXX) cat no 559/2647 Silver

Want More Colours?
 Sony cameras in more colours available at:
www.argos.co.uk



1 Product section

Stand out from the crowd

Slim, elegantly styled and packed with smart features



Intelligent Scene Recognition
 Automatically chooses the best settings for difficult conditions such as bright portraits and backlit scenes.
 Available on products 1, 4, 5 & 6



Enhanced Face Detection
 Recognises up to eight faces, automatically adjusting focus, exposure, white balance and flash settings and can even distinguish between children and adults.
 Available on products 1, 2, 3, 4, 5 & 6



Smile Shutter
 Automatically fires the shutter when somebody smiles, so you don't have to worry about pressing the shutter button at just the right moment.
 Available on products 1, 3, 4, 5 & 6



SteadyShot (Anti-Blur)
 SteadyShot image stabilisation keeps things crisp and clear when you're shooting handheld. Optical SteadyShot is a superior technology.
 Available on products 1, 2, 3, 4, 5 & 6



720p HD movie recording
 Capture crisp, clear HD movie clips on an inoperative 30 frames per second for smooth, clear action. Watch the results on your BRAVA television. Must be enabled by the quality, detail & colour.
 Available on products 3 & 4



Our largest ever range of Sony products

SONY

Get more from your precious photos



5 EXXXXJX Cyber-shot W210 12MP Camera
 OPTICAL ZOOM: 4.0x LCD SCREEN: 2.7"
 ANTI BLUR: DIGITAL FACE DETECTION: YES
 BATTERY: Li-ION DEPTH: 2.2 cm
 Sleek all metal body with Smile Shutter, Intelligent Scene Recognition and HD output for display on any HD Ready TV.
 (Breakdown cover up to 3 years - cat no XXXXXX EXXXX) cat no 559/1882 Mint Green cat no 559/1909 Silver

6 EXXXXJX Cyber-shot W220 12MP Camera
 OPTICAL ZOOM: 4.0x LCD SCREEN: 2.7"
 ANTI BLUR: DIGITAL FACE DETECTION: YES
 BATTERY: Li-ION DEPTH: 2.2 cm
 Sleek all metal body with Smile Shutter, Intelligent Scene Recognition and HD output for display on any HD Ready TV.
 (Breakdown cover up to 3 years - cat no XXXXXX EXXXX) cat no 559/1947 Pink cat no 559/1923 Black



Beautifully styled digital photo frames

S-Frame



7 EXXXXJX 7" Digital Photo Frame
 COLOUR: MULTI RESOLUTION: WQVGA
 SCREEN SIZE: 7" (14:10) REMOTE: YES
 Premium photo frame with 128MB memory to store up to 250 photos. Wide range of slideshow options and multi-card media slot. Black, red and brown interchangeable frames.
 (Breakdown cover up to 3 years - cat no XXXXXX EXXXX) cat no 569/1191



8 EXXXXJX 8" Digital Photo Frame
 COLOUR: BLACK RESOLUTION: WVGA
 SCREEN SIZE: 8" (16:10) REMOTE: YES
 Premium photo frame with 256MB memory to store up to 500 photos. Wide range of slideshow options and multi-card media slot.
 (Breakdown cover up to 3 years - cat no XXXXXX EXXXX) cat no 569/0790



9 EXXXXJX 8" Digital Photo Frame
 COLOUR: BLACK RESOLUTION: WVGA
 SCREEN SIZE: 8" (16:10) REMOTE: YES
 Clear Photo LCD premium photo frame with USB memory to store up to 2000 photos. Wide range of slideshow options and multi-card media slot. Alarm clock mode.
 (Breakdown cover up to 3 years - cat no XXXXXX EXXXX) cat no 569/1218



10 EXXXXJX Digital Photo Printer FP67
 Produce lab-quality prints at home.
 cat no 578/8400

CHOOSE IT, RESERVE IT, PICK IT UP IN-STORE TODAY! See page x

Argos Sony Shop

Get more from your precious photos



11 EXXXXJX Digital Printer Paper
 120 sheets of 6" x 4" glossy paper and 3 colour ink cartridges. Compatible with all Sony FP-Series printers.
 cat no 570/1184

Perfect partner

Get superb quality prints from your Sony Cyber-shot camera

12 EXXXXJX Cyber-shot Leather Carry Case LCS-11B
 Compatible with products 1, 3, 5 & 6.
 cat no 578/8455 Black cat no 578/8424 Pink

2 Product section



EX403 LCD TV

Freeview HD TV
no fee, no bills,
no set-top box

3 YEAR GUARANTEE
ON ALL SONY TVs
26" AND ABOVE
ON THESE PAGES

Full HD 1080
Full HD 1080 TVs can output sources such as Blu-ray Disc™, in their full High Definition glory.
Refers to products 1, 2 and 3

BRAVIA ENGINE 2
Astoundingly clear and life-like colours with the most natural tones possible.
Refers to products 1 and 2

HDMI
Up to four HDMI slots for easy connectivity to your Blu-ray, PS3 or other HDMI devices.
Refers to products 1, 2 and 3

Freeview HD
Clearer, sharper and more life-like High Definition picture without a contract or additional bills!
Refers to products 1 and 3

For home cinema systems from Sony, see page XXX

1 BRAVIA® EX403 HD Ready Digital LCD TV
SCREEN: 1217/2464mm RESOLUTION: UP TO 1920 x 1080
HDMI: UP TO 4 CONNECTIONS UP TO 8K.0001
SCALE: UP TO 3 WALL MOUNTABLE: YES
In-built Freeview HD - for clearer, sharper and more life-like High Definition pictures without a contract or additional bills. Full HD BRAVIA® Engine 2 Technology - digitally perfecting your images to give you clearer images, higher contrast and smoother motion sequences. HDMI - for easy connectivity to your Blu-ray, PS3 or other HDMI device.

EXXX.XX 32in BRAVIA® EX-Series EX403 HD Ready Digital LCD TV
Breakdown cover up to 3 years - cat no XXXXXXXX EXX.XX, cat no XXXXXXXX
EXXX.XX 37in BRAVIA® EX-Series EX403 HD Ready Digital LCD TV
Breakdown cover up to 3 years - cat no XXXXXXXX EXX.XX, cat no XXXXXXXX

EXXX.XX 40in BRAVIA® EX-Series EX403 HD Ready Digital LCD TV
Breakdown cover up to 3 years - cat no XXXXXXXX EXX.XX, cat no XXXXXXXX
EXXX.XX 46in BRAVIA® EX-Series EX403 HD Ready Digital LCD TV
Breakdown cover up to 3 years - cat no XXXXXXXX EXX.XX, cat no XXXXXXXX

1 More great Sony products at www.XXXXXXXXXXXXXXXXXX.co.uk
Product section

EX300 LCD TV
BRAVIA® quality at an affordable cost



EX503 LCD TV
Best picture quality and Freeview HD TV



BRAVIA ENGINE 3
Unsurpassed contrast, brightness, video noise reduction and colour reproduction.
Refers to product 3

Motionflow 100Hz
Applies blur reduction technology to fast moving images such as movies and sports for smooth motion.
Refers to product 3

BRAVIA Internet Video
Watch your favourite YouTube movies, or catch up with your favourite TV programmes when you want to see them.
Refers to products 3

WiFi
Connect your TV to your home network wirelessly* to access BRAVIA® Internet Video and BRAVIA® Widgets.
Refers to products 3

For DVD Players & Recorders from Sony, see page XXX

2 BRAVIA® EX-Series EX300 HD Ready Digital LCD TV
SCREEN: 22/25/26in RESOLUTION: UP TO 1920 x 1080
HDMI: UP TO 4 CONNECTIONS UP TO 8K.0001
SCALE: UP TO 3 WALL MOUNTABLE: YES
4 HDMI - for easy connectivity to your Blu-ray, PS3 or other HDMI device. HD Ready. BRAVIA® Engine 3 Technology - digitally perfecting your images to give you clearer images, higher contrast and smoother motion sequences.
EXXX.XX 22in BRAVIA® EX-Series EX300 HD Ready Digital LCD TV
Breakdown cover up to 3 years - cat no XXXXXXXX EXX.XX, cat no XXXXXXXX
EXXX.XX 26in BRAVIA® EX-Series EX300 HD Ready Digital LCD TV
Breakdown cover up to 3 years - cat no XXXXXXXX EXX.XX, cat no XXXXXXXX

3 BRAVIA® EX-Series EX503 HD Ready Digital LCD TV
SCREEN: 22/21/24/24/55in RESOLUTION: UP TO 1920 x 1080
HDMI: UP TO 4 CONNECTIONS UP TO 8K.0001
SCALE: UP TO 3 WALL MOUNTABLE: YES
In-built Freeview HD - for clearer, sharper and more life-like High Definition pictures without a contract or additional bills. BRAVIA® Internet Video ready. Also watch your favourite websites including YouTube in full screen TV with no need for a PC or Laptop. WiFi Ready - connect your TV to your home network wirelessly to access BRAVIA® Internet Video and BRAVIA® Widgets. Motionflow 100Hz technology. BRAVIA® Engine 3 Technology - the next generation of our digital picture enhancing technology for even clearer images, higher contrast and smoother motion sequences than ever before. Requires additional WiFi Dongle - Sony recommend BRAVIA® WLN-80100.
EXXX.XX 22in BRAVIA® EX-Series EX503 HD Ready Digital LCD TV
Breakdown cover up to 3 years - cat no XXXXXXXX EXX.XX, cat no XXXXXXXX

EXXX.XX 37in BRAVIA® EX-Series EX503 HD Ready Digital LCD TV
Breakdown cover up to 3 years - cat no XXXXXXXX EXX.XX, cat no XXXXXXXX
EXXX.XX 40in BRAVIA® EX-Series EX503 HD Ready Digital LCD TV
Breakdown cover up to 3 years - cat no XXXXXXXX EXX.XX, cat no XXXXXXXX
EXXX.XX 46in BRAVIA® EX-Series EX503 HD Ready Digital LCD TV
Breakdown cover up to 3 years - cat no XXXXXXXX EXX.XX, cat no XXXXXXXX
EXXX.XX 55in BRAVIA® EX-Series EX503 HD Ready Digital LCD TV
Breakdown cover up to 3 years - cat no XXXXXXXX EXX.XX, cat no XXXXXXXX

More great Sony products at www.XXXXXXXXXXXXXXXXXX.co.uk
2 Product section

Argos Sony Shop

Cyber-shot

SONY
make.believe

Argos Sony Shop

2 Only at Argos

1

Great quality photographs

No hassle, easy to use camera settings.

S-Frame

Digital photo frames

3

Smile Shutter
automatically takes a picture for you when somebody smiles.
Refers to products 1, 2, 4, 5, 6 & 7

Intelligent Scene Recognition
chooses the best settings for difficult conditions like night shots & trackball screens.
Refers to products 1, 2, 4, 5 & 6

8

Get the best out of your camera
Essential accessories for your Cyber-shot™

9 **10** **11**

Half price!
2GB card when bought with any Sony camera (search EXXXXX)

- 1** EXXX.XX Cyber-shot™ S2000 10MP Camera
OPTICAL ZOOM 3.0x LCD 2.5in
ANTI-BLUR DIGITAL FACE DETECTION 0
BATTERY AA DEPTH (CM) 2.7
Intelligent Scene Recognition (7 scenes recognised), Face Detection and Smile Shutter ensure great shots without changing camera settings. Breakdown cover up to 3 years - cat no XXXXXX EXX.XX
cat no 558/2205 Silver
cat no 558/2196 Black
- 2** EXXX.XX Cyber-shot™ S2100 12MP Camera
OPTICAL ZOOM 3.0x LCD 3.0in
ANTI-BLUR DIGITAL FACE DETECTION 0
BATTERY AA DEPTH (CM) 2.7
Intelligent Scene Recognition (7 scenes recognised), Face Detection and Smile Shutter ensure great shots without changing camera settings, while Easy Mode simplifies menu settings for low light photography. Breakdown cover up to 3 years - cat no XXXXXX EXX.XX
cat no 558/2210 Silver
cat no 558/2213 Black
- 3** EXXX.XX DPF-E72 7in Digital Photo Frame
COLOUR MULTI RESOLUTION 800 x 480
SIZE 7in REMOTE YES
Premium photo frame with 128MB memory to store up to 250 photos. Wide range of slide/album options and multi-card media slots. Black, red and brown interchangeable frames. (Breakdown cover up to 3 years - cat no XXXXXX EXX.XX)
cat no 569/1191

1 Product section **More great Sony products at www.xxxxxxxxxxxxxx.co.uk**

4

5

Experience the whole picture
Compact and easy to use advanced features

Stand out from the crowd

Sleek and stylishly designed, with outstanding image quality and Intelligent shooting features.

7 **Great Value**
Copy to be confirmed, copy to be confirmed only
£000.00

720p HD movie recording
captures HD movie clips at 30 frames per second for smooth, crisp, clear action that you can watch on your BRAVIA™.
Refers to products 4, 5, 6 & 7

Wide angle lenses let you capture more in every shot whatever you're shooting, landscapes or big groups of friends.
Refers to products 4, 5 & 6

Create seamless, ultra-wide photos on your Cyber-shot™ cameras with Sweep Panorama. Just press and pan your digital camera and a high-speed burst of full-resolution images will be stitched into one stunning shot.
Refers to products 5, 6 & 7

More colours available at: www.argos.co.uk

- 4** EXXX.XX Cyber-shot™ W320 14MP Stylish Camera
OPTICAL ZOOM 4.0x LCD 2.7in
ANTI-BLUR OPTICAL FACE DETECTION 0
BATTERY Li-ION DEPTH (CM) 1.7
Intelligent Scene Recognition, Smile Shutter and Face Detector ensure the right camera settings whenever the shooting situation. Carl Zeiss 28mm wide angle lens. (Breakdown cover up to 3 years - cat no XXXXXX EXX.XX)
cat no 558/2244 Pink
cat no 558/2217 Black
- 6** EXXX.XX Cyber-shot™ W380 14MP Advanced Camera
As W320 but with 5x optical zoom. Bright 3.0 24mm wide angle Sony Carl Zeiss. (Breakdown cover up to 3 years - cat no 558/2251 EXX.XX)
cat no 558/2255 Black
- 7** EXXX.XX Cyber-shot™ TX1 10MP Exmor R™ CMOS Camera
OPTICAL ZOOM 4.0x LCD 3.0in
ANTI-BLUR OPTICAL FACE DETECTION 1.7
BATTERY Li-ION DEPTH (CM) 1.7
Exmor R™ CMOS sensor for shooting in low light. Sweep Panorama. Carl Zeiss lens for high quality images. 10fps at full 10MP resolution for fast action, sharp action photography. 3.0in Touch Panel LCD. (Breakdown cover up to 3 years - cat no XXXXXX EXX.XX)
cat no 056/2263 Silver
- 8** EXXX.XX Digital Photo Printer FP67
Produces full-quality prints at home.
cat no 569/1258
- 9** EXXX.XX Cyber-shot™ Textile Carry Case LCS-CST
Compatible with products 1, 2, 4, 5, 6 & 7
cat no 570/8400
- 10** EXXX.XX Cyber-shot™ Leather Carry Case LCS-LWB
Compatible with products 4, 5, 6 & 7
cat no 570/8455 Black
- 11** Memory Stick PRO Duo
EXXX.XX cat no 570/1579 2GB
EXXX.XX cat no 570/1516 4GB
EXXX.XX cat no 569/0178 8GB
EXXX.XX cat no 569/0196 16GB

2 Product section **More great Sony products at www.xxxxxxxxxxxxxx.co.uk**

New video
WALKMAN® from Sony
Watch what you listen to



Power Up
AC adaptor for
WALKMAN®

BBC iPlayer
Works with BBC iPlayer

Download and watch up to 400 hours of BBC programmes every week directly on your WALKMAN®.

Refers to products 1 & 3.

FM

Record all your favourite radio shows directly to your WALKMAN from the built-in FM Radio.

Refers to products 1 & 6 (#14299)

Special Edition WALKMAN® from Sony Hannah Montana Gift Set

Special Edition Gift Set Includes: Hannah Montana promoted content • 9 Music Tracks • 4 Music Videos • Jewellery box • Carry case • Set of 6 Postcards

Refers to product 3.

For Micro HiFi systems from Sony, see page XXX

1 WALKMAN® E Series Video MP3 Player
NO OF TRACKS: UP TO 2000* MUSIC PLAYBACK: UP TO 10HRS**
VIDEO PLAYBACK: UP TO 45MIN** RECHARGEABLE: YES

High resolution QVGA 2" Colour LCD screen, FM radio with recording function, Clear Sense and Clear Bass technologies for superb sound quality.

EXX_XX 4GB E Series Video MP3 Player NWZ-E443F
Breakdown cover up to 3 years - cat no XXXXXXXX EXX300.
cat no S13/9749 Black cat no S13/9756 Red

EXX_XX RGB E Series Video MP3 Player NWZ-E446F
Breakdown cover up to 3 years - cat no XXXXXXXX EXX300.
cat no S13/9763 Black

EXX_XX 16GB E Series Video MP3 Player NWZ-E455F
Breakdown cover up to 3 years - cat no XXXXXXXX EXX300.
cat no S13/9770 Black

3 EXX_XX Hannah Montana Special Edition WALKMAN® Video MP3 Player GR Set
NO OF TRACKS: UP TO 2000* MUSIC PLAYBACK: UP TO 45HRS**
VIDEO PLAYBACK: UP TO 45MIN** RECHARGEABLE: YES

The gift set includes a Special Edition Hannah Montana WALKMAN® with engraved image to stand out from the crowd • 9 promoted Hannah Montana music tracks & 4 music videos, an exclusive Hannah Montana jewellery box and carry case to protect your WALKMAN® and so on.

XXXXXXXX EXX300 Breakdown cover up to 3 years - cat no XXXXXXXX

1 More great Sony products at www.xxxxxxxx.co.uk shop.co.uk

Wearable
WALKMAN® from Sony
Ideal for sports



Comfortable to wear and convenient to carry for health and fitness.

Refers to products 5.

Stylish headphone design and superior sound quality with no need for wires and cables.

Refers to products 5.

Quick Charge - Plug In your WALKMAN® for 3 mins & get up to 3 hours playback.**

Refers to products 5 & 6.

Useful voice recording function with built-in microphone.

Refers to product 6.

For In-Car products from Sony, see page XXX

5 WALKMAN® W Series 2GB MP3 Player NWZ-202
NO OF TRACKS: UP TO 1000* MUSIC PLAYBACK: UP TO 12HRS**
VIDEO PLAYBACK: NO RECHARGEABLE: YES

Lightweight and comfortable fits securely on your head, for total wire free listening when you're on the move ideal for active use. No need for separate headphones. 3 min charge for up to 3 hours playback**. Complete with charging stand. Easily strap and drop tones directly from your computer.

EXX_XX WALKMAN® 2GB NWZ-202
Breakdown cover up to 3 years - cat no XXXXXXXX EXX300.
cat no S13/9686 Black cat no S13/9684 Blue cat no S13/9701 Pink

6 WALKMAN® B Series Direct USB MP3 Player
NO OF TRACKS: UP TO 1000* MUSIC PLAYBACK: UP TO 12HRS**
VIDEO PLAYBACK: NO RECHARGEABLE: YES

MP3 player with 3 line LCD display. 3 min charge for up to 3 hours playback**. Bass boost button to enhanced sound. Stereo recorder. Plug directly in to your car stereo through the USB. See page XXX for compatible car stereos.

EXX_XX WALKMAN® 2GB NWZ-B143
Breakdown cover up to 3 years - cat no XXXXXXXX EXX300.
cat no S13/9684 Black cat no S13/9701 Pink cat no S13/9691 Red cat no S13/9725 Pink

2 More great Sony products at www.xxxxxxxx.co.uk shop.co.uk

Direct USB
WALKMAN® from Sony
Plug in and play



EXX_XX WALKMAN® 2GB NWZ-B142/B FM Tuner
Breakdown cover up to 3 years - cat no XXXXXXXX EXX300.
cat no S13/9673 Black cat no S13/9674 Red

EXX_XX WALKMAN® 4GB NWZ-B143
Breakdown cover up to 3 years - cat no XXXXXXXX EXX300.
cat no S13/9716 Black cat no S13/9725 Red cat no S13/9725 Pink

SONY
make.believe

Argos Sony Shop

Reader.
Up to 350 books
under one cover

W
Waterstone's
Download eBooks at
Waterstones.com/eBooks

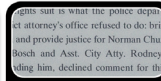


Power Up
AC adaptor for
Sony Reader



Stores up to 350 books on the internal memory, or thousands more via SD card or Memory Stick.

Refers to product 3.



High clarity 6in and 4in paper like display - easy to read even in direct sunlight.

Refers to products 1, 2 & 3.



Up to 2 weeks of reading on one charge (up to 7500 page turns).

Refers to products 1, 2 & 3.



The new readers from Sony is compatible with both PC and Mac.

Refers to products 2 & 3.

For MP3 and Video WALKMAN from Sony see page XXX

1 **EXXXXX** Reader eBook PRS-505 with 6" screen. If you love books, you'll love this Reader from Sony. It lets you store up to 160 books to take with you wherever you go. 6" eInk® screen, like reading experience even in direct sunlight. Simply connect to a PC to download titles. It's as absorbing as reading a real paper book. Contains protective case. (Recharge cover up to 3 years - cat no XXXXXX (EXXXXX) cat no 501/0026

2 **EXXXXX** Reader eBook PRS-300 5" Pocket edition. Slim and compact, it lets you store up to 350 books to take with you wherever you go. 5" eInk® screen, like reading experience even in direct sunlight. Up to 6000 page turns per charge. Simply connect to a PC to download titles. It's as absorbing as reading a real paper book. Contains protective case. (Recharge cover up to 3 years - cat no XXXXXX (EXXXXX) cat no 501/0095 Silver

3 **EXXXXX** Reader eBook PRS-600 6" Touch edition. 6" eInk® touch screen with built-in dictionary. Highlight, annotate and make notes using included stylus. View photos, play music and add more memory with MS DuoSD card (up to 16GB) for up to 13,000 eBook titles. (Recharge cover up to 3 years - cat no XXXXXX (EXXXXX) cat no 501/0071 Black - cat no 501/0088 Silver

4 **EXXXXX** ACS-S220E AC Adaptor. The mains adaptor providing fast charge (2 hours rather than 4 hours). Comes with both UK 3-pin and continental 2-pin plugs. Compatible with items 1, 2 & 3. cat no 055/0031 **extra**

More great Sony products at www.xxxxxxxxxxxxxx.co.uk shop.co.uk

4

Product section

SONY

Sony NV-U53 4.3" XL Widescreen Sat Nav

nav-u



ONLY £XXX.XX

1 Sony NV-U53 4.3" XL Widescreen Sat Nav

TOUCH SCREEN	YES	MAPPING PRE-LOAD	DRIVE & RUN
MAPPING	2D	TRAFFIC	NO
SCREEN SIZE	4.3"	SAFETY CAMERA	YES/NO*
POSTCODE	7 DIGIT	POINTS OF INTEREST	YES

Additional Features • Dynamic Route Information
 • Gesture Command • Super suction cup
 cat no XXX7000V £XXX.XX
 Replacement product cover up to 3 years
 - cat no XXXXXXX LX XX

The new Sony NV-U53 with a 4.3" high-contrast touch screen display lets you see the information you need whatever the conditions.

The XL Widescreen NV-U53 from Sony comes with 1 year's free subscription to safety camera positioning. See in box for details. It couldn't be easier.

The NV-U53 model comes pre-loaded with a map covering the UK, Ireland and Northern France, letting it take you as far as your imagination demands.

Dynamic Route Info provides a host of information along your route such as Petrol stations, Parking and other points of interest.

With Gesture Command, just a simple drawn shape on your Nav-U will navigate you to your home or other point of interest, with no need to leave the navigation screen.

TECHNOLOGY

new

journeys like.no.other™

TECHNOLOGY

new

*Sony, 'like.no.other', 'nav-u' and their logos are trademarks or registered trademarks of trademarks of Sony Corporation, Japan. All other trademarks are acknowledged.

SONY

Watch What You Listen To The New Sony WALKMAN Video MP3 Player



ONLY AT
ARGOS

- Store up to 32 hours of video
- 1.8" LCD - Great for watching films
- FM Tuner for radio on the go
- Up to 33 hours battery life

TECHNOLOGY

new

1 Sony MW5616 4GB MP3 WALKMAN
See page XXX for Sony WALKMAN accessories!

MP3 TRACKS	UP TO 2000*	VIDEO PLAYBACK	UP TO 9 SHRS
BATTERY LIFE	UP TO 33HRS	RECHARGEABLE	USB
DOWNLOADS	WMA (DRM)	SIZE (CM)	8.8 x 4.2 x 1.2

Additional features • Video playback • Photo playback with slideshow & music • Easy to use menu • Multi-code compatible**
Black call no XXX XXXX
Silver call no XXX XXXX
Replacement product cover up to 3 years - cat no XXX/XXXX/EX.XX

2 Sony MW5616 8GB MP3 WALKMAN
See page XXX for Sony WALKMAN accessories!

As above but featuring • 8GB • 2000* tracks
Black call no XXX XXXX
Replacement product cover up to 3 years - cat no XXX/XXXX/EX.XX

music like.no.other™

*MP3 128Kbps. **Both DRM and Non-DRM file types. "Sony", "WALKMAN" "like no other" and their logos are trademarks or registered trademarks of Sony Corporation, Japan. All other trademarks are acknowledged. Copyright of music other than for your own personal use-business use is unlawful unless authorized in advance by the copyright holders. Images shown on products are for illustration purposes only.

TECHNOLOGY

new

55/01

Tefal steam generator

Taking the hard work out of ironing

Tefal
www.tefal.co.uk

Tefal
The UK's No.1 steam generator brand

Ideal for busy families



Halve your ironing time



Heats up in 2 minutes



Prevents lime scale build up



Ultra glide sole plate



Ideal for small families

Pressured steam crease removal

Ideal for larger families

Extra large water tank

Ideal for young families

Auto power off with safety lock

A brand for life

For product advice please call Tefal Customer Relations on 0845 6021454 (Monday - Friday 9am - 5pm)

X **EXXX.XX** Tefal Express GVXXXX steam generator

STEAM	120g	VERTICAL STEAM	YES
HEAT UP TIME	2MIN	CAPACITY	1.8L
CONTINUOUS FULL	YES	AUTO-OFF	YES
ANTI-SCALE	YES	WEIGHT	4.7kg

The Ultraglide ceramic soleplate makes your ironing a breeze and with up to 2 hours of continuous use from the 1.4 litre water tank you can tackle even the largest pile of laundry! Anti-scale collector removes scale easily to increase the life of your iron.
cat no XXX/XXXX
Breakdown cover up to 3 years
cat no XXX/XXXX

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cat no XXX/XXXX
Breakdown cover up to 3 years
cat no XXX/XXXX

Tefal non-stick cookware

Cook and enjoy!



www.tefal.co.uk



Unique storage solution ★



Folding handles



Fold flat lid handles



Innovative stacking solution



Save 50% storage space



Valve twin set



New expert pro activ frypans



Available in medium and large



Compatible with metal utensils



A brand for life

All Tefal pans feature:



Thermo-Spot
A unique heat indicator lets you know when your pan is ready to cook.



Lifetime guarantee
All Tefal non-stick coatings are guaranteed for life.



Dishwasher safe
All sets are dishwasher safe.

X **EXX.XX** Tefal compact 3 piece pan set
With unique swivel handles and a compact stacking lid system, both the pans & lids have been designed to stack into each other. 3 piece set includes 18cm and 22cm saucepans with glass fold flat lids and butterfly knobs and 14cm milkpan. Expert non-stick interior is durable and resistant to scratching. Oven safe up to 180°C. cat no XXX/XXXX

X **EXX.XX** Tefal bienvenue twin pack frypan
Both 20 and 24cm frypans feature a four layer advanced interior designed to guarantee exceptional cooking performance. Durabase Technology provides efficient heat distribution on the base of these pans & with its new resist interior coating, you can use metal utensils without scratching the pans! Oven safe up to 180°C. cat no XXX/XXXX

X **EXX.XX** Tefal combinio 5 piece black pan set
Space saving Aluminium non-stick pan set features stackable cool touch handles and stackable glass lids. Included in this innovative pan set are 16, 18 and 20cm saucepans and 20 & 24cm frypans. Durabase Technology provides efficient heat distribution on the base of these pans. Oven safe up to 180°C. cat no XXX/XXXX

X **Tefal activ frypan**
This Frypan (available in 26 & 32cm) features a four layer advanced interior designed to guarantee exceptional cooking performance. With its new resist interior coating, you can use metal utensils without scratching the pans!
EXX.XX 26cm activ frypan cat no XXX/XXXX
EXX.XX 32cm activ frypan cat no XXX/XXXX

ActiFry

The healthiest way to fry

Tefal
www.tefal.co.uk

Tefal
The UK's No.1 fryer



Only 3% fat
Only a spoonful of oil to cook enough chips for a family of four



Perfect, even cooking
Patented technology circulates hot air through the food.



Versatile cooking
Cooks meals including casseroles, stir fries, fish, meat and vegetables.



Easy to clean
All removable parts are dishwasher safe.

Free recipe book with 30 tasty and healthy recipes

A brand for life

For product advice please call Tefal Customer Relations on 0845 6021454 (Monday - Friday 9am - 5pm)

X **XXXXXX** Tefal ActiFry

OIL CAPACITY	N/A	FOOD CAPACITY	1kg
VIEWING WINDOW	YES	DIGITAL TIMER	YES

This revolutionary new fryer by Tefal allows you to cook enough chips to feed a family of four with just one spoonful of oil and only 3% fat! The ActiFry features a large viewing window to observe cooking and a removable bowl, lid and paddle make it easy to clean - you can even pop it in your dishwasher.
cat no XXXXXXXX
Breakdown cover up to 3 years - cat no XXXXXXXX



RITCHDESIGN