

## SPECIALIST PRESS RELEASE

### PRESS INFORMATION

Style, simplicity and superb sound – the new multi-format WS Series

#### **Olympus' multitasking voice recorders for business: The WS-760M, WS-750M & WS-650S**

Hamburg, July 2010 – Business professionals need a slimline portable digital recorder that's easy to use, offers excellent sound quality and has ample memory for the full range of files. The next-generation WS Series from Olympus gives them just that, plus the luxury of taking notes or listening to music in three different file formats. There are three memory sizes to choose from. The 2GB WS-650S shares a host of the larger models' impressive specs – MP3 and WMA voice recording and playback plus a big full-dot LCD screen, cable-free file transfer and large, user-friendly buttons that make it a joy to use. As the 'M' in the name indicates, the 4GB WS-750M goes one better with music recording and playback as well as battery charging via USB, and the super-high quality PCM audio format. For those extra-large presentations, images and music files, there's also a microSD slot for extending the memory. Top of the WS range is the WS-760M, featuring 8GB of memory and an Olympus first: an FM tuner with FM recording. The multi-format, multitasking WS Series will be available from August 2010.

#### **Clarity guaranteed**

The WS Series' most striking feature is consistently excellent audio quality. All three WS Series models guarantee crisp and clear acoustic performance whatever the occasion – whether it's voice recordings at a meeting, notes-to-self on a business trip or playing music during the daily commute. In addition to the popular WMA and MP3 music formats, the WS-750M and -760M offer ultra-high quality PCM (WAV) recording and playback. For the first time, owners of the WS-760M can even record and

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listen to crystal-clear FM radio. Whatever the source, users can adjust the settings to ensure the very best recording quality in any location. Low Cut Filter is ideal for situations with a lot of background noise, while Voice Filter sifts out high and low frequencies to emphasise the mid-range human voice. Both the 4GB and 8GB models further enhance audio capture with noise cancellation, while the Virtual Zoom Microphone on the WS-760M allows users to focus precisely on a single, distant audio source. The Auto Recording feature is essential for long recording sessions. It automatically starts to record when noise levels exceed a given threshold and pauses when the source volume is weak – to save the battery and cut down on superfluous recording.

### Carefree capacity

WS Series recorders aren't only good for audio files. With more than ample memory, they also make ideal portable storage devices for images, presentations, spreadsheets and all the popular business data formats. The WS range offers capacity of 2GB, 4GB or 8GB and, on the WS-750M and WS-760M, a microSD card slot that further expands the memory. Six levels of voice recording quality give users total freedom to trade off quality against capacity as required – Stereo XQ records in the best possible quality while the LP setting maximises recording time.

### Simply better

With their ergonomic design, WS Series recorders couldn't be easier to use, even when users have their hands full on the road. The buttons are much larger than on previous models, so they can be operated 'blind', with just a thumb and forefinger. The LCD is also larger which means 30% bigger, full-dot letters for excellent legibility and navigation. All three recorders run on just one battery and can be slotted straight into a USB port via the retractable USB plug – for a convenient connection without the hassle of cables. The WS-750M and -760M will even recharge the battery via USB while they're connected. The extra-slim build cuts a fine figure at

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important meetings and, with the microphones now mounted on the top, allows users to record (or play music) unobtrusively – straight out of a shirt pocket. The WS Series comes in a choice of five colours: Black, Grey or Silver, plus Red for the WS-750M and Navy for the WS-650S.

The Olympus WS-650S, WS-750M and WS-760M will be available for retail prices of €79.99, €99.99 and €149.99 respectively.

### **Outstanding features of the WS-650S, WS-750M & WS-760M:**

- Super-high quality PCM music recording and playback (WS-750M & WS-760M only)
  - FM Tuner with FM recording (WS-760M only)
  - High-quality WMA/MP3 recording and playback
  - Built-in retractable Hi-Speed USB connection
  - Battery recharging via retractable Hi-Speed USB connection (WS-750M & WS-760M only)
  - Euphony surround sound recording and playback with three automatic equaliser settings: Natural, Wide and Power (WS-750M & WS-760M only)
  - DVM Virtual Zoom Microphone (WS-760M only)
  - 6 recording qualities for voice files (Stereo XQ, Stereo HQ, Stereo SP, HQ, SP, LP)
  - Big memory capacity for storing data files incl. voice files, music\*, images, spreadsheets and presentations: 2GB (WS-650S), 4GB (WS-750M) or 8GB (WS-760M) for recording up to 544, over 1000 and over 2000 hours respectively (in LP mode)
  - Built-in microSD card slot expands memory (WS-750M & WS-760M only)
  - Large, backlit, multi-language, full-dot LCD display
  - Large buttons for easy, one-handed operation
  - Extra-slim body
- \* The WS-650S does not play or record music files.

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### Other key features:

- Variable speed playback
- Voice Filter, Low Cut Filter
- Noise Cancel (WS-750M & WS-760M only)
- Stereo microphones
- Lightweight (51g) and pocket size (98.5 x 40 x 11 mm)

### Packaging contents:

- Stereo earphones
- USB extension cable (WS-750M & WS-760M only)
- Rechargeable Ni-MH battery (WS-750M & WS-760M only)
- Alkaline battery (WS-650S only)
- Instruction manual
- Carrying case (WS-760M only)

### Optional accessories:

- KA-333 record cable
- ME 12 plug-in microphone
- ME 15 tiny tie-clip microphone
- ME 51S plug-in microphone for high quality stereo recordings
- TP 7 telephone pick-up
- BC-400 Ni-MH quick battery charger
- BR 401 rechargeable Ni-MH batteries

### For questions or additional information, please contact:

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