

## Cult Sony Walkman Makes Nostalgic Comeback

To celebrate its 40<sup>th</sup> anniversary, electronics giant Sony [announced](#) the new release of its 80s cult portable cassette player. The news was declared at the annual consumer electronics trade show IFA 2019 in Berlin on Thursday.

First released in July 1979, the Sony TPS-L2 Walkman was the first portable personal cassette player, changing the way music was consumed. In 2010, the Japanese retailer had sold [200 million units](#), with cassettes easily surpassing vinyl record sales. Due to its popularity in the 80s and 90s, the word 'Walkman' even made an entry in the Oxford English Dictionary in [1986](#). Since then, the company has released various iterations of its Walkman including [a gold-plated Walkman](#) released in 2016 for a whopping \$3,680.

Forgoing the physical magnetic tape entirely, the first model, a Sony NW-A100TPS Walkman has a 40th-anniversary logo printed on the back, and it comes with a specially curated case and package that pays homage to the original TPS-L2 Walkman. The second model releasing is the Sony NW-A105, a slightly cheaper option that is devoid of the anniversary branding.

With up to 26 hours of battery life, the product is more than what most smartphones can provide and also features a USB-C port for connections, packing 16GB of internal storage. The new, retro music player is kitted out with a 3.6-inch HD display and features WiFi, NFC, and NC. For those keen to go fully replicate a *Strangers Things* experience, the old-school, the special edition Walkman offers a headphone jack option, but can also be connected via Bluetooth too.

The A-series is expected to go on sale in November 2019 first in Europe, starting at \$395 for the NW-A105 and \$494 for the NW-A100TPS.

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