

## **Sony Slates New Rechargeable Technology, Batteries**

By John Laposky -- *TWICE*, 9/25/2006

**San Diego** — Sony's latest compact battery charger boasts the company's newest rechargeable battery technology.

New AA Ni-MH Cycle Energy rechargeable batteries do not require initial charging and have a very low self discharge — they maintain 85 percent of their charge after one year, Sony said, and can be recharged up to 1,000 times.

The charger has a slim design and comes packaged with two AA Cycle Energy batteries.

The charger is being targeted to travelers' and the price point is set to encourage consumers to try a rechargeable product at an economical price, the company said. The company seeks to bridge the gap between regular alkaline "ready-to-use" batteries and NiMH rechargeable batteries.

The Cycle Energy charger will be available in January at a suggested retail price of \$19.99.