

Sony Technology Day

President and CEO
Kenichiro Yoshida

September 18, 2019

- 1. Role of technology at Sony**
- 2. Value that technology generates**
- 3. How technology enables Sony to contribute to society**

SONY

Purpose: Why we exist

**Fill the world with emotion,
through the power of creativity and technology.**

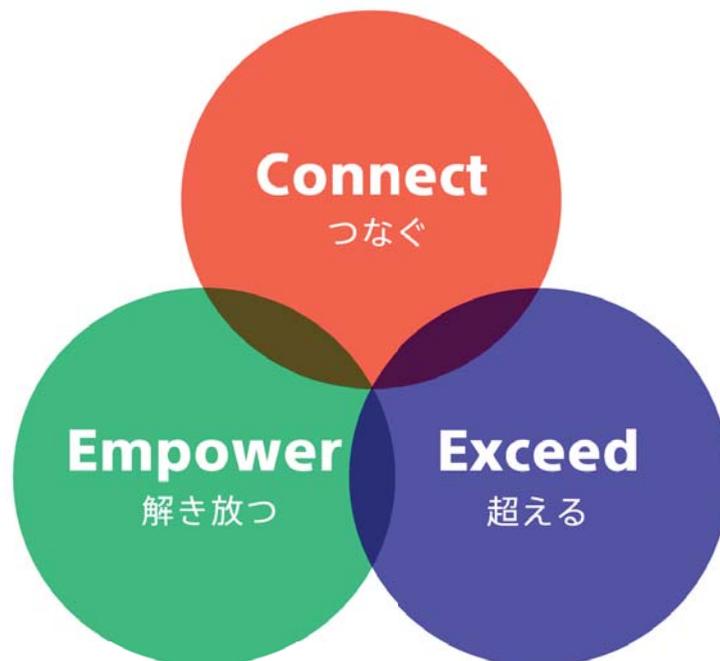
Identity: Who we are

Creative entertainment company with a solid foundation of technology

Direction: Where we are headed

Getting Closer to People

“Getting Closer to People”





空間価値

Spatial Value

×

時間価値

Temporal Value

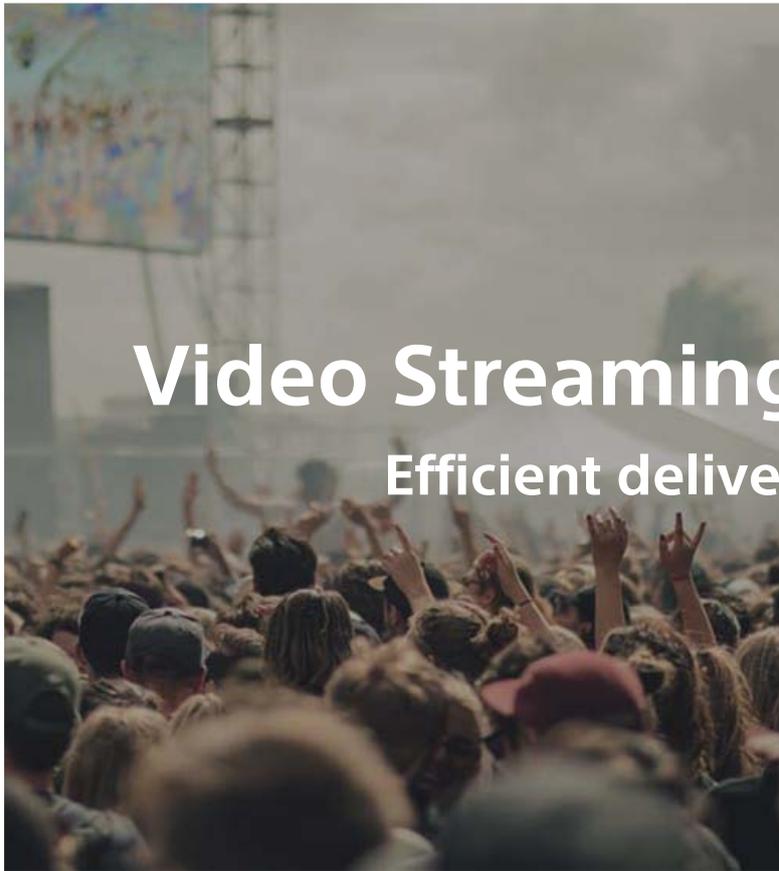


Ray Tracing

Pursuing reality by freely manipulating light

Video Streaming Over IP and 5G

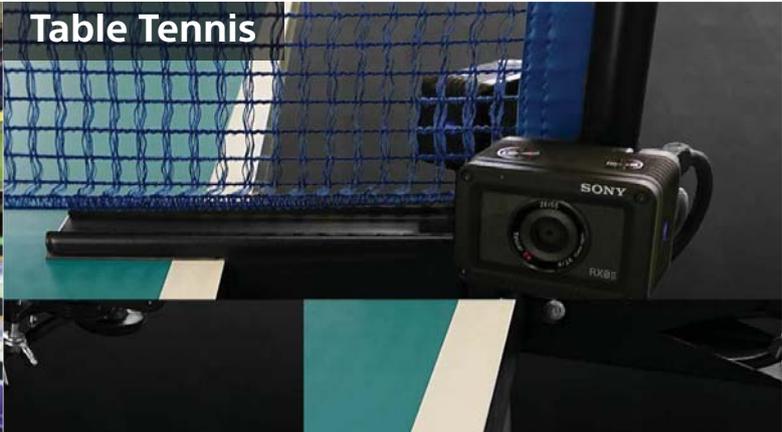
Efficient delivery of live video

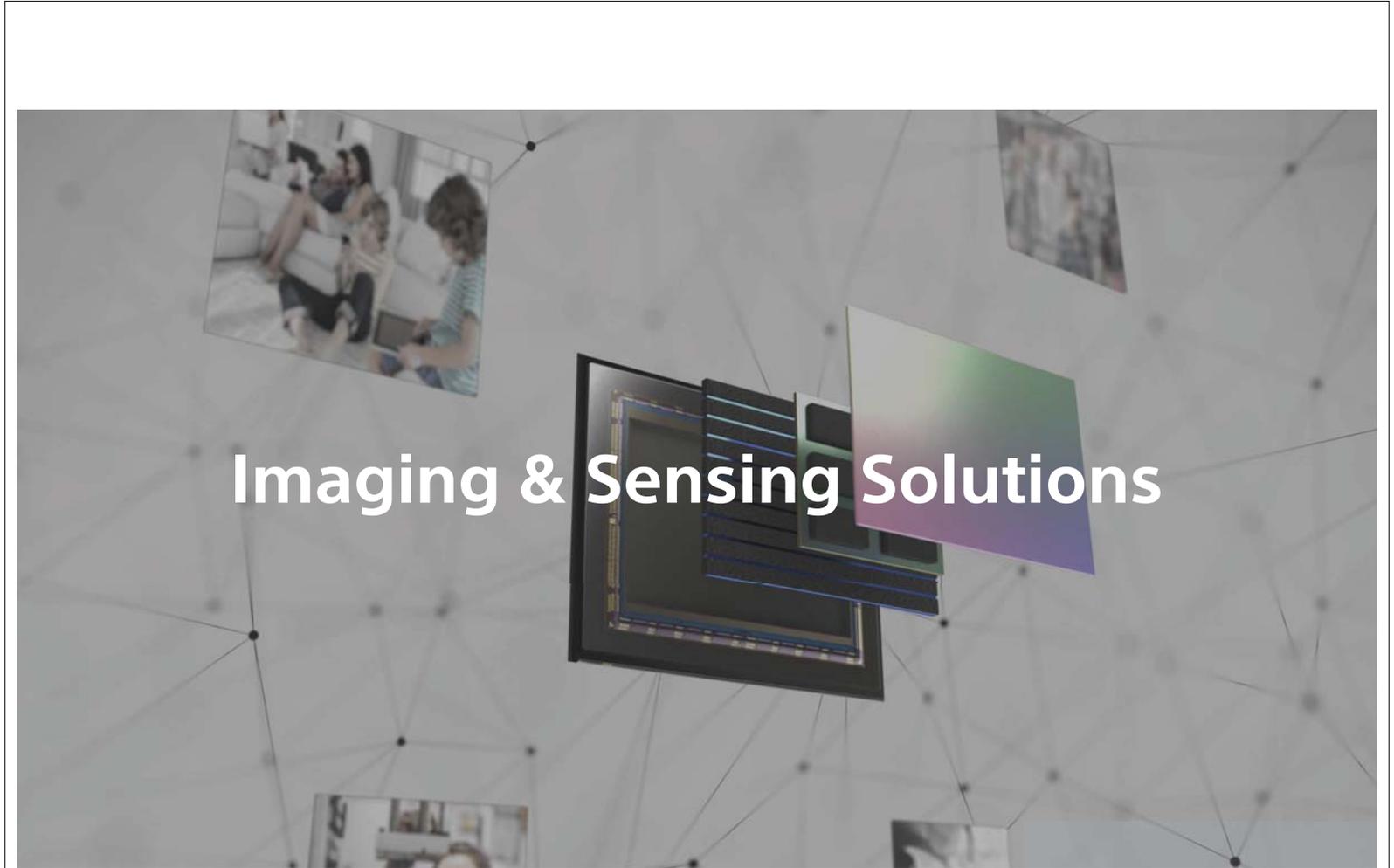


Football



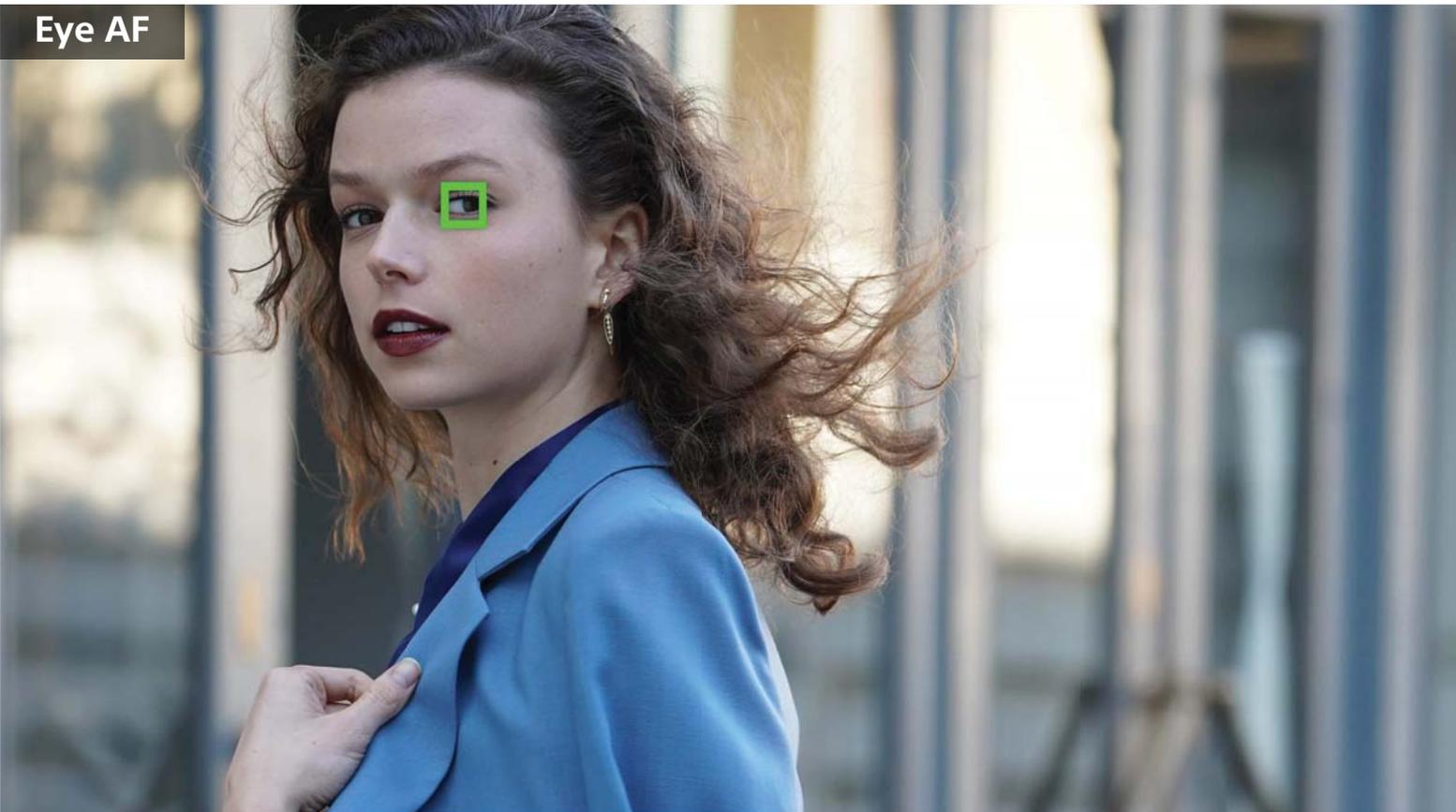
Table Tennis



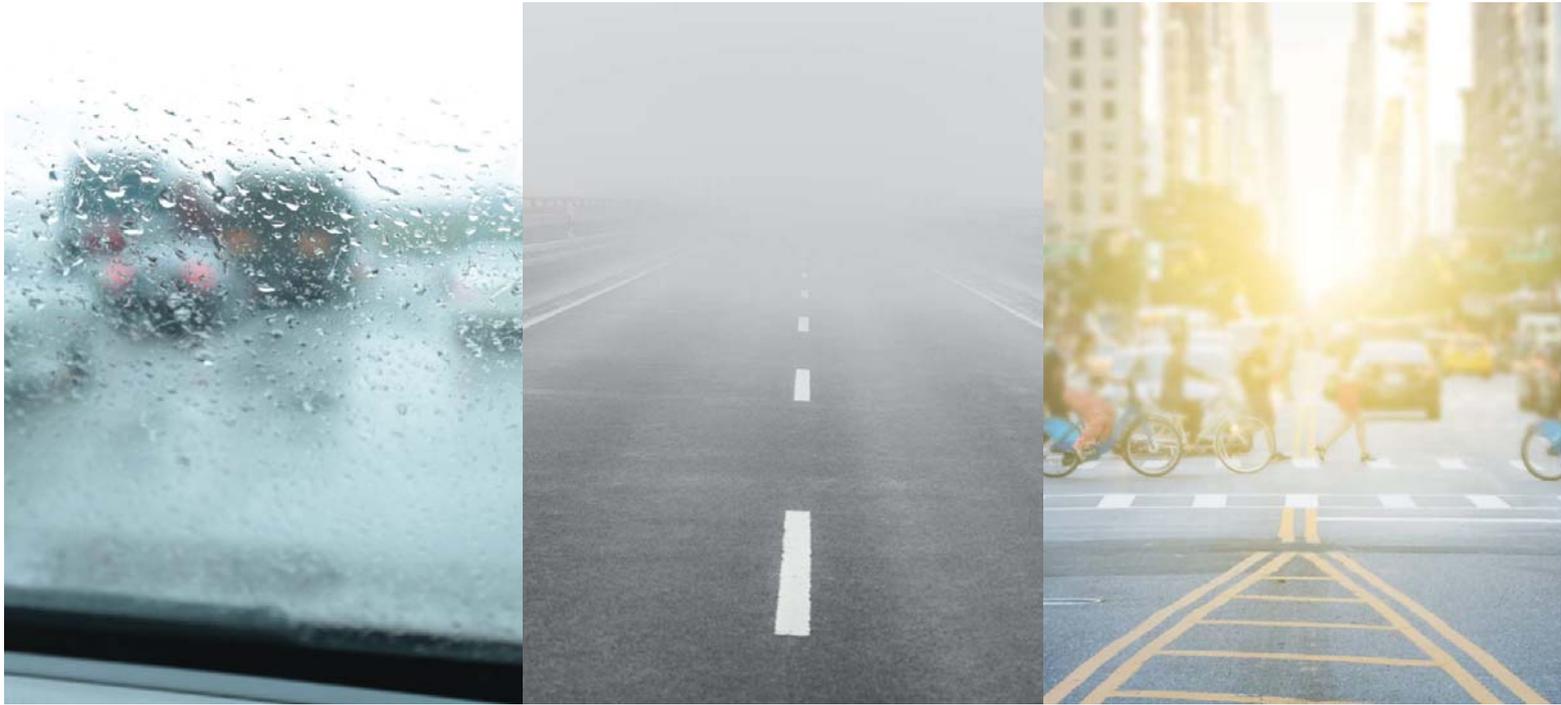


Imaging & Sensing Solutions

Eye AF



Realizing sensing technology that exceeds the human eye in any environment



Technology Utilized for Medical Applications



ORBEYE

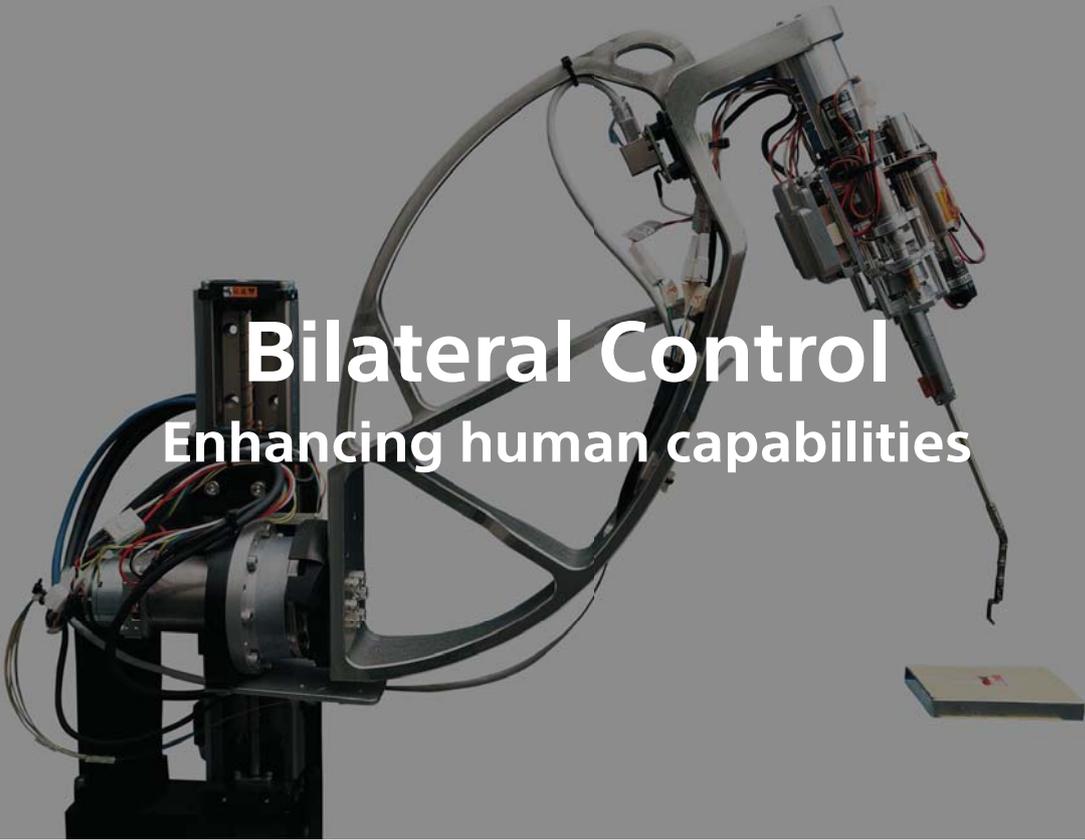
4K 3D Surgical Microscope

*Developed by Sony Olympus Medical Solutions Inc.



ID7000™

Spectral Cell Analyzer



Bilateral Control

Enhancing human capabilities

SONY

Purpose

存在意義

Fill the world with emotion,
through the power of creativity and technology.

クリエイティビティとテクノロジーの力で、
世界を感動で満たす。

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- (iii) Sony's ability to implement successful hardware, software, and content integration strategies, and to develop and implement successful sales and distribution strategies in light of new technologies and distribution platforms;
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- (vi) Sony's continued ability to identify the products, services and market trends with significant growth potential, to devote sufficient resources to research and development, to prioritize investments and capital expenditures correctly and to recoup its investments and capital expenditures, including those required for technology development and product capacity;
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- (viii) the global economic and political environment in which Sony operates and the economic and political conditions in Sony's markets, particularly levels of consumer spending;
- (ix) Sony's ability to meet operational and liquidity needs as a result of significant volatility and disruption in the global financial markets or a ratings downgrade;
- (x) Sony's ability to forecast demands, manage timely procurement and control inventories;
- (xi) foreign exchange rates, particularly between the yen and the U.S. dollar, the euro and other currencies in which Sony makes significant sales and incurs production costs, or in which Sony's assets, liabilities and operating results are denominated;
- (xii) Sony's ability to recruit, retain and maintain productive relations with highly skilled personnel;
- (xiii) Sony's ability to prevent unauthorized use or theft of intellectual property rights, to obtain or renew licenses relating to intellectual property rights and to defend itself against claims that its products or services infringe the intellectual property rights owned by others;
- (xiv) the impact of changes in interest rates and unfavorable conditions or developments (including market fluctuations or volatility) in the Japanese equity markets on the revenue and operating income of the Financial Services segment;
- (xv) shifts in customer demand for financial services such as life insurance and Sony's ability to conduct successful asset liability management in the Financial Services segment;
- (xvi) risks related to catastrophic disasters or similar events;
- (xvii) the ability of Sony, its third-party service providers or business partners to anticipate and manage cybersecurity risk, including the risk of unauthorized access to Sony's business information and the personally identifiable information of its employees and customers, potential business disruptions or financial losses; and
- (xviii) the outcome of pending and/or future legal and/or regulatory proceedings.

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