

Towards Growth in the Professional Solutions Business

At a press meeting held in Tokyo on November 1, 2010, Sony Corporation (“Sony”) stated that its Professional Solutions Business, which provides broadcast- and professional-use products and services, would focus on the following three priority strategic initiatives: (i) contents creation (image production), (ii) digital cinema and (iii) visual security. Through executing such initiatives, Sony aims to achieve its mid- to long-term target (towards FY2013 to FY2015) for the Professional Solutions Business of at least 500 billion yen in consolidated sales. Details of each priority strategic initiative are as follows:

- High picture quality and the reinforcement of system solutions in “Contents Creation”
 - Market introduction of 4K (4096x2160) high resolution camera mounting large-sized image sensors during FY2011, and establishment of total contents creation workflow based on the 4K technology.
 - Enhancement of 3D contents creation solutions by improving the line-up of professional 3D application software, such as the 2D/3D converter.
 - Improving efficiency in the contents creation process and offering a system solution for contents management and distribution.
 - Deployment of mid-sized monitors adopting high luminosity/resolution Organic EL display devices.

- Development of the “Digital Cinema” market through the 4K SXRD projector, the only one of its kind on the market
 - Promote introduction of high resolution cinema projector, which is the original of Sony, mounting 4K SXRD, an LCD display device with 8.85 million pixels, more than 4 times the resolution of full HD quality. Sony has already achieved 5,000 units of cumulative shipments of such projectors to theaters worldwide.
 - Proactively promote digitalization of movie theaters through a one-stop solution the “Digital Cinema Solution Service,” integrating projectors and servers, theater management systems to control screening, maintenance service by remote monitoring to support operations, and POS system to manage theatrical revenue .
 - Sony’s goal is to achieve a 40% global market share in digital cinema

systems through cumulative shipping of 30,000 systems by CY 2013.

- Enhancement of technologies and competitiveness of “Visual Security” products
 - Pursuit of HD technologies including “View-DR” that dramatically enhances visibility in bright and dark areas, leveraging advantages of CMOS image sensors as well as outstanding product differentiation based on key components developed by Sony.
 - Enhancement of product competitiveness through platform integration and common chassis development with Sony’s semiconductor and consumer business units.
 - Expansion of Sony’s product line-up through development of cost-competitive products, including “XI’s,” a high-end wide-range surveillance system.

In addition to executing the priority strategic initiatives mentioned above, Sony aims to actively develop its Professional Solutions Business in several emerging markets, including Brazil and India. Sony also plans to expand penetration of “FeliCa,” a contactless IC (Integrated Circuit) technology to the Japanese as well as international markets.

Through these three and other efforts, Sony aims to advance its technologies, enhance its competitiveness and offer attractive products, services and solutions throughout its electronics businesses, inter alia by strengthening its Professional Solutions Business and by collaboration between the professional and consumer businesses as well as with key component and semiconductor businesses such as image sensors.

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