Quality and Customer Service

Overview

Basic Approach

In recent years, customers and other stakeholders have become increasingly concerned about the protection of consumer rights. Product safety, security, and accessibility are vital in this respect. True to its philosophy and policy for product quality and customer service, Sony is wholeheartedly committed to improving product and service quality from its customers’ viewpoints in order to maintain and enhance satisfaction, confidence, and trust. In particular, Sony is working to ensure product safety and security while also improving usability and accessibility, in the conviction that its most important goal is to remain a highly trusted partner to all customers.

Philosophy and Policy

Since the start of its operations, Sony has been firmly committed across all of its businesses to providing customer-oriented, high-quality products and services. This philosophy is also set forth in the Founding Prospectus drafted in 1946 by Sony’s co-founder, Masaru Ibuka. The Sony Group Code of Conduct mandates that Sony continuously strive to comply with or exceed legally mandated standards in all business activities to ensure the safety of its products and services. Sony has established the Sony Pledge of Quality, which lays out its basic policy on product and customer service quality. This is aimed at reinforcing awareness of Sony’s commitment to ensuring that the quality of its products and customer services exceeds the expectations of its customers around the world.

Looking to the Future

Sony remains committed to a fundamental policy of ensuring product safety, security, and accessibility, taking its customers’ viewpoints into consideration in order to deliver product quality and customer service that exceed expectations. It will continue leveraging its worldwide network to collect and analyze information, which can then be reflected in the next releases of products and customer services.

Milestones

- 2001: Sony CS Charter established
- 2004: Corporate quality standards established based on the customer’s perspective
- 2006: Corporate executive in charge of product quality and safety appointed, and rules enhanced for rapid reporting of product incidents to management
- 2007: Sony Pledge of Quality established (revised in 2012), and Quality officers appointed for each electronics affiliate and region
- 2009: Product security system enhanced, and Quality Reliability Lab opened
- 2014: Secure@Sony program established, allowing anyone to report security issues relating to Sony products, network services, or websites
- 2017: Sony Product Security Incident Response Team (PSIRT) launched and external initiatives enhanced
- 2019: Systematic operation of teams responsible for promoting accessibility implemented
- 2020: Hiring and training of employees with human-centered design (HCD) skills enhanced, and AI ethics requirements incorporated into the electronics business commercialization process
- 2021: HCD expert certification system launched

Quality and Customer Service
Based on this quality management system, Sony is implementing quality and establishing guidelines and authority of those responsible for product and customer service. This has included defining the roles, responsibilities, and measures on an ongoing basis to improve the quality of its products and services. These sections describe some examples of such measures.

### Framework of Sony’s Quality Management System

#### Sony

- **Senior Executive in Charge of Quality**
- **Senior Vice President in Charge of Quality**
- **Head of Quality Department at Headquarters**
- **Business Unit**
- **Regional HQ**
- **Manufacturing Sites**
- **Sales Company**
- **Head Quality officer**
- **Head CS officer**

#### Senior Vice President in Charge of Quality

The Senior Vice President in charge of Quality is appointed with the task of coordinating efforts to improve product and customer service quality and ensuring timely responses to problems. Rules worldwide have been strengthened to ensure prompt reporting to the Senior Vice President in charge of Quality when Sony receives information about an incident involving a Sony product that affects customer safety or has the potential to do so. Based on the reports received, the Senior Vice President in charge of Quality provides the necessary follow-up and instructs the relevant divisions to investigate the incidents and respond appropriately to the customer. Under a similar system, Sony has also been addressing software security issues found in products and managing potential security issues.

### Quality Officers and CS Officers

Sony has appointed Quality officers within each business unit and tasked them with promoting activities to improve product quality and spearheading initiatives to enhance the quality of products and services in specific business areas under the direction and supervision of the Senior Vice President in charge of Quality and the head of the relevant business unit. Regular Quality officer meetings are also held to evaluate the progress of quality-oriented business plans, promote initiatives aimed at achieving targets, and debate specific activities and responses to quality-related issues and common challenges.

Sony has also appointed CS officers responsible for improving the quality of customer service in markets around the world where Sony products are sold and has tasked them with spearheading a network of global-level initiatives under the supervision of the Senior Vice President in charge of Quality and the individual in charge of the relevant regional headquarters. Meetings of business unit Quality officers and regional CS officers are held to evaluate the progress of quality and customer service business plans and promote initiatives aimed at achieving targets, and to share information on customer service and product quality activities and common challenges, thereby contributing to global efforts to improve product quality and customer service.

In addition, Sony has also created frameworks specific to each business unit and region in order to ensure its products comply with pertinent laws and regulations.

### Quality Management

With the aim of fulfilling the Sony Pledge of Quality, Sony has formulated mid-term and fiscal year targets for product quality and customer service initiatives and has also established key quality-related indicators for business plans. Business units and regional headquarters subsequently devise their own quality and customer service targets and business plans for the fiscal year, in line with which they continue to promote quality improvement initiatives. Sony holds meetings of top managers of the electronics business to deliberate and decide on key strategies related to product quality and customer service.

It also formulates and administers quality standards applicable to product and customer service. This section describes some examples of such standards.
Sony’s electronics products and related customer service, focusing on criteria such as product safety and performance, labeling, customer service, usability and accessibility. These standards are updated continuously to reflect technological advances, changes in applicable legal and regulatory requirements, and social changes, with the aim of ensuring Sony’s ability to deliver quality and services that exceed the expectations of customers. Sony has also obtained certification under ISO 9001 for all sites manufacturing electronics products.

### Responding to the Customer

Sony makes active use of customer feedback to improve its products and customer service. Sony customer information centers promptly and accurately collate customer opinions, reports of malfunctions after purchase, questions regarding use, and other feedback. This feedback is aggregated into a database for the planning, design, and product quality groups to work together to improve product quality and strengthen product performance, reporting progress to top management on an as-needed basis. Sony is also committed to ensuring responding to security vulnerabilities in a timely manner. To this end, it has established Secure@Sony, a public hotline for customers and security researchers to submit vulnerabilities found in Sony products and network services. The communication tools used by customers are becoming more diverse. In order to meet these broader customer expectations, Sony also analyzes customer feedback on social media.

#### Utilizing Customer Feedback

<table>
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<td>Database</td>
<td>Targeting of common issues/ efforts to enhance quality</td>
<td>Better products and services</td>
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<td>Inquiries about use</td>
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<td>Checks and analysis</td>
<td></td>
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<tr>
<td>Inquiries about repairs</td>
<td>Proposal for improvements</td>
<td>Implementation of measures to improve quality</td>
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<tr>
<td>Complaints</td>
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<tr>
<td>Opinions</td>
<td>Proposal for improvements</td>
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#### Quality Hotline

It is vital to detect product quality-related problems at the earliest stage possible. To that end, Sony has established the Quality Hotline to gather product quality-related information, including reports of problems, as well as opinions from Sony Group employees.

#### Market Quality Improvements

Sony has established dedicated quality management organizations in each of its business areas that are responsible for improving the quality of pertinent products in each market. At Sony headquarters, information related to quality issues arising in the marketplace is gathered in a timely manner from a broad range of sources in Japan and overseas and reported weekly to headquarters quality management and technical specialists. Based on the reported information, Sony ascertains whether or not issues in the marketplace have been addressed appropriately. In addition to ensuring that such issues are thoroughly addressed, Sony is accelerating its quality improvement performance by promoting measures to prevent recurrence and proactive measures in relation to quality issues.

#### Responses to Quality Issues

Sony recognizes that ensuring its customers’ satisfaction, confidence and trust is one of its most important management tasks and strives to prevent quality-related problems through the systems and efforts described earlier in this document. Sony responds swiftly in the event of a quality-related issue, with the relevant departments working together to investigate facts and take appropriate action on a global scale. When such an issue arises, Sony decides upon the need for public announcements and market action for customers, and implements any needed steps after undertaking
various studies of the issue, following a process common to all Sony products. This process starts with the gathering of information from customer service centers worldwide and collaboration with concerned local parties to ensure an accurate grasp of the issue. Based on the information collected, Sony then works to determine the correct response by identifying the cause of the issue, implementing countermeasures and promptly verifying the effectiveness thereof, and reviewing the issue from the customer’s perspective. Sony also cooperates with CS officers at sites in each region to ensure the same level of service is provided to customers the world over.

With regard to methods and media for issuing public announcements of product quality-related issues, Sony examines the effectiveness of the various means at its disposal, including websites, e-mail, notification via app, and other media.
Product Quality, Safety and Long-Term Reliability

Improving the Quality of Products

Sony strives to maximize product quality by improving design, manufacturing, and parts.

Design Quality

In the initial stages of the design process, the individual in charge confirms the degree to which the intended levels of product quality and reliability have been realized. In addition, in order to give customers that place their trust in the Sony brand the smoothest possible experience, Sony requires relevant departments, including original equipment manufacturer (OEM) and original design manufacturer (ODM) companies, to comply with group-wide quality regulations while constantly striving to surpass those standards in order to maintain the safety of its products. As part of these efforts, Sony has established a team in charge of product safety assessment from a medical perspective. When developing products employing new technologies and using new technologies at events, Sony also seeks advice on product safety from a medical perspective. When developing products employing new technologies and functions required for new products and to analyze and evaluate such technologies and functions. These technologies and the information obtained through these activities are utilized to improve design and parts selection processes and increase reliability of products. Sony also presents some of its own knowledge of evaluation technologies at academic meetings and industry conferences and gatherings, seeking to go beyond its own walls and contribute to the industry.

Improving Product Safety

Providing reliable products that customers can use safely is a top priority for Sony. Accordingly, at every stage of its business activities, including product planning, development, design, manufacturing, marketing, and after-sales service for all products and services, Sony takes steps to comply with safety standards based on laws and regulations while constantly striving to surpass those standards in order to maintain the safety of its products. As part of these efforts, Sony has established a team in charge of product safety assessment from a medical perspective. When developing products employing new technologies and using new technologies at events, Sony also seeks advice on product safety from a medical perspective from outside experts in order to ensure products do not affect customer health, and this advice is then incorporated into technology assessment, product development, design and engineering. When deemed necessary, Sony also conducts evaluation tests to assess safety with the assistance of a specialized organization. If a safety-related problem involving a Sony product is reported, Sony immediately collects information and examines the facts, and then takes the steps necessary to rectify the problem.

Product Security

With more products connecting to networks, there is a heightened danger of personal information leaks, falsification or destruction of data, product hacking and other such security issues. As a consequence, it is vital to improve the quality of the security of products and network services. Sony has a function for collecting security risk-related information from outside experts, researchers and other individuals. Sony assigns managers responsible for the software security of products and has a dedicated department for this purpose. The department coordinates with business units to address issues with the security of products. Based on the information received, the department assesses the impact of risk on customers from a software security perspective and implements appropriate measures.

Sony also implements security design and response systems in order to deliver products that customers can use with confidence. In 2012, Sony established a Quality Reliability Lab supporting Sony’s commitment to deliver safe, durable and reliable products to customers. The Quality Reliability Lab has assigned specialists to work full time on improving technologies essential to product reliability and continues working to ensure the long-term reliability of products by developing elemental technologies for preventing age-related deterioration and corrosion of materials and parts, as well as technologies necessary to ensure the reliability of new technologies and functions required for new products and to analyze and evaluate such technologies and functions. These technologies and the information obtained through these activities are utilized to improve design and parts selection processes and increase reliability of products. Sony also presents some of its own knowledge of evaluation technologies at academic meetings and industry conferences and gatherings, seeking to go beyond its own walls and contribute to the industry.

Improving the Long-Term Reliability of Products

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the Sony Security Development Lifecycle was formulated as measures and rules to enhance security quality throughout each phase, from product development and network service planning right up to the time the product is discarded or the network service is terminated. As part of this process, it subjects products and network services to pre-shipping and pre-release inspections, including security risk assessments and the use of product security vulnerability detection tools. Those measures and rules are in place for all Sony products and network services. Sony has also established internal guidelines pertaining to the security of products. It regularly reviews and updates these guidelines, and continues to implement employee training programs to enhance product security.

Sony Security Development Lifecycle
(Development processes in software development focused on boosting the security quality of products and network services)

Due to growing concern over security issues with Internet of Things (IoT) devices, regulators in various countries/regions are developing new laws and regulations concerning IoT security. Sony has included requirements for conformance to the IoT security regulations in the Sony Security Development Lifecycle and is establishing internal frameworks for gathering and ensuring compliance with regulatory requirements in individual countries and regions.
Customer Service

In addition to continuously improving product quality, Sony is taking various steps to improve its responsiveness and its customer service capabilities, in line with the commitment set forth in the Sony Pledge of Quality: “Sony employees will always respect our customers’ viewpoints in striving to deliver product quality and customer service that exceed their expectations.” In customer service, this includes responding to changing customer needs, and in repair services this includes, building organizations designed to ensure the best possible repair service quality.

Organizational Structure

Sony has assigned CS officers in markets around the world where Sony products are sold. Under the guidance and supervision of the Senior Vice President in charge of Quality and heads of regional headquarters, Sony has also introduced a set of key performance indicators to enhance customer service quality on a global level. Sony has also established a network of bases through which it provides services tailored to the needs of customers in each region.

Training for Customer Support Staff

Sony is committed to providing high-quality services to customers around the world. To achieve this, it provides ongoing training for both its own employees and those service partners. In addition to focusing on the acquisition of new service technologies and the sharing of solutions to ensure issues are addressed swiftly and effectively, Sony is also making efforts to improve customer service and implement new tools. Staff also receive comprehensive ongoing training to help customers get the greatest possible enjoyment from their Sony products.

Customer Information Centers and Customer Service Improvements

Sony established its first customer information center in 1963 in Japan to respond to customer inquiries. Today, Sony has customer information centers worldwide, enabling it to provide prompt responses to customer needs that reflect customers’ perspectives, thereby helping Sony to improve the quality of its customer service. Sony currently has 29 contact centers worldwide, providing service to customers in 127 countries.

In addition to support via telephone and e-mail, in several regions, Sony provides customer support via such means as live Internet chat sessions, support using social media and messaging apps, and online community forums where customers can share information to help each other find solutions. In these ways, Sony tailors its support to meet the increasingly diverse needs of its customers in every region of the world.

In addition, Sony conducts surveys to determine customer satisfaction at various touchpoints, and makes improvements based on the survey results in its efforts to continually improve customer satisfaction.

More Convenient, Eco-Friendly Instruction Manuals

To provide better explanations on how to use its products, Sony is bolstering its online support and providing online instruction manuals for improved searchability and greater convenience so that users are able to quickly find what they are looking for.

The Sony website has a support section that offers not only information on the products themselves but also additional support information compatible with mobile devices for greater customer convenience. Sony currently offers services through its website in 40 languages. When it comes to printed product manuals, Sony provides brief “startup guides” that focus on the information needed to begin using a product, such as how to connect and set up, and how to use the basic functions. For some products sold globally, Sony has developed instruction manuals with minimal text and more extensive visuals, making it possible to include multiple languages in a single manual, which is expected to contribute to environmental protection by reducing paper consumption.

Repair and Service Network

Currently, there are 3,362 Sony repair service locations worldwide. To enhance customer satisfaction, Sony is working to meet customer needs by performing immediate problem diagnosis at the repair reception desk, improving repair quality and reducing the number of days required for repairs, among other efforts. In addition, Sony is continuously enhancing its service network to ensure that it can respond appropriately to repair requests in each region for each product. By strengthening the feedback mechanism for product quality based on repair information, Sony also aims to keep enhancing quality.

Consumer AV Product Service Locations (Fiscal Year 2022)

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<thead>
<tr>
<th>Region</th>
<th>Repair Service Locations</th>
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<tbody>
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<td>Japan</td>
<td>421</td>
</tr>
<tr>
<td>United States/Canada</td>
<td>653</td>
</tr>
<tr>
<td>Europe</td>
<td>728</td>
</tr>
<tr>
<td>Mainland China and Hong Kong Region</td>
<td>553</td>
</tr>
<tr>
<td>Asia Pacific*1</td>
<td>331</td>
</tr>
<tr>
<td>Other Areas*2</td>
<td>476</td>
</tr>
</tbody>
</table>

*1 Southeast Asia, Oceania, India, South Korea and Taiwan Region
*2 Middle East, Latin America and Africa
Improving the User Experience

User experience is an essential aspect of quality at Sony. In order to gain an accurate understanding of the increasingly diverse needs of customers and to deliver user experiences that meet those needs, Sony has adopted Human-Centered Design (HCD) processes and ensures that its design efforts always take the customer’s perspective.

System

Sony is promoting HCD via collaboration between relevant departments such as business groups. This initiative is driven by a team that promotes activities across the Group and is overseen by the corporate executive officer in charge of product quality. Products and services are becoming more multi-functional all the time, and their user interfaces also tend to become more complex with the advance of technology. Sony employs intradepartmental cooperation on development to deliver products and services that people can use with ease and comfort.

Using Human-Centered Design in Product and Service Development

Sony is working to improve product usability and create experiences that meet the core needs of customers. It conducts worldwide user research including home visits and user interviews. These efforts are part of a continuing cycle of issue identification and product improvement, which includes prototyping and usability testing in the upstream stage of design. Employees also conduct long-term usage surveys, including interviews with customers, both before and after product release. In addition, Sony analyzes how customers feel and behave when they use a service, and then works to improve the user experience by sharing customer feedback with relevant personnel. With the WF-1000XM4 Fully Wireless Headphones, this HCD-based approach enabled Sony to achieve both compact, simple packaging design and a seamless setup experience for customers. The product packaging not only protects the product itself from external shocks, but also provides the customer with foolproof guidance on how to start using the product with the greatest of ease. As customers unpack the product, they are intuitively given the information they need to complete necessary operations. While this customer experience was actually achieved with the previous WF-1000XM3 model, Sony enlisted our HCD experts, planners, designers, and design staff to work together on conducting operational log analysis, prototyping, and usability testing to ensure that the WF-1000XM4’s smaller packaging design did not compromise this in any way.

Formulating Internal Standards and Applying Acquired Expertise

Product and service designers from across the Sony Group meet to formulate guidelines for elements such as interactions, use of words and icons on screens. Some of these aspects are also included in Sony Group’s quality standards, which are quality requirements that products and services must comply with. As such, they are continuously managed and implemented through the quality management system. The knowledge gained through user research and testing, the expertise of the product development departments, and case studies of the application of user experience (UX) design are shared across the Group as well. Documentation containing the relevant guidelines and expertise is posted on Sony’s internal portal site to ensure that everyone at the Sony Group has access to them. This information is used in product and service development as Sony continues to work to enhance usability for customers.

Human Resource Development and Awareness-raising Activities on HCD

In order to further deepen employee understanding of HCD, Sony also holds lectures open to all employees featuring internal and

Human-Centered Design (HCD)
external experts and provides an e-learning course for all employees covering HCD. It is also working to hire and train employees with HCD-related skills. Sony is continuously implementing programs to develop employees who are ready to lead customer-focused initiatives, including training to learn techniques for creating experiences that reflect customers’ needs and systematic study of HCD processes and methods over the course of approximately six months. Through these activities, employees involved in various aspects of product and service creation are working to acquire the knowledge and skills necessary to master HCD.

In 2021, Sony launched a system to certify employees with a high level of expertise and experience as HCD experts. These experts will play a leading role in the workplace. Five HCD experts were certified in 2022, and Sony is working to ensure that HCD becomes further entrenched in development departments.
**Accessibility**

With the purpose of "filling the world with emotion, through the power of creativity and technology," Sony continues to pursue accessibility initiatives in order to contribute to a future where everyone can share Kando (emotion) equally.

**Organizational Structure**

Under the Senior Executive in charge of Sustainability, a team that promotes accessibility and inclusive design*1 across the group stands at the core of efforts involving cooperation with the people responsible for promoting accessibility in the business units. Having established a globally consistent set of standards and systems, we are using them as the basis for continuous improvements.

*1 Inclusive design is an approach that obtains new insights into designs for all by ensuring that the needs of a wide range of users are understood and included.

**Ensuring That More Customers Can Enjoy Sony Products and Services**

In December 2019, Sony joined The Valuable 500, an international initiative to help promote participation by individuals with disabilities with people with disabilities in the planning and development process. For example, in developing televisions, Sony asks users with visual and hearing impairments to try products for a designated period of time, participate in hands-on experiences and provide feedback on how to improve product design. Sony also interviews employees and users with disabilities during the development of its digital cameras so that their perspectives can be incorporated into the final products. In terms of games and network services, the PlayStation®5 game God of War Ragnarok featured more than 70 accessibility features when it was released in 2022. They were developed by employees with disabilities alongside external accessibility consultants and other employees with diverse backgrounds.

**Employee Education**

Sony Group holds forums and seminars led by experts to increase employee understanding of accessibility. The principal Sony Group companies offer e-learning training that fosters a deeper understanding of accessibility. Approximately 50,000 employees had taken the course as of the end of fiscal year 2022. More than 1,000*2 employees also took part in Sony’s inclusive design workshops, which were mainly targeted towards managers working in ET&ES. During these workshops, managers formed teams together with people with disabilities to conduct fieldwork, identify issues, and come up with ideas.

Every year, on Global Accessibility Awareness Day (GAAD)*3, Sony Group companies hold lectures and events to enhance employee understanding of accessibility. For example, Sony Pictures Entertainment (SPE) once again held a lecture for its employees to coincide with this year’s GAAD. SPE is also a sponsor of the Eastseasals Disability Film Challenge, which gives creatures with disabilities the opportunity to showcase their talent in a variety of ways. This year, we will host the 10th anniversary awards ceremony at the Sony Pictures studio lot in Culver City. Some of the winners from 2022 received the opportunity to work on SPT’s Lucky Hank and Sony Pictures Animation’s Spider-Man: Across the Spider-verse.

**Collaboration with Partners**

Sony is also accelerating collaborations with other companies to enhance accessibility and inclusion. Sony also participates in the “With My Eyes” project to bring the “difficult to see” into “clearer sight” for people with low vision. QD Laser, Inc.’s laser retinal projection technology can be attached to Sony cameras, enabling even more people to enjoy shooting video and still images. Through its partnership with WS Audiology, Sony has also entered the over-the-counter (OTC) hearing aid market in the United States with the aim of people who have hearing impairments to enjoy more enriching conversations and experiences.

**Pictures Segment Initiatives**

Sony Pictures Entertainment (SPE) is developing a process for creating audio descriptions and captions*4 for use when movies are screened in cinemas or released on DVD or Blu-ray. The audio description system is primarily intended for people with visual impairments and uses audio to convey information, such as people’s movements, the content of movie scenes, captions, and on-screen messages. Captions are primarily for people with hearing disabilities. They show the names of the people speaking and their lines as well as onscreen information relating to meaningful audio, such as music, sound effects, and ambient noises. Audio description and captions enable more people to enjoy movies and videos.

*4 Movies for which these features are supported vary by country and region.
Independent Employee Initiatives
Groups of employees (Employee Resource Groups) at Sony are taking the lead in improving accessibility.

At Sony North America and Sony Interactive Entertainment, employee networks are leading the way in supporting employees with disabilities and regularly disseminating information to raise awareness of accessibility within the company. For example, the diverse range of perspectives brought by Sony Interactive Entertainment’s employee network in Europe and America played a central role in the development of the AlliedI@PlayStation Inclusive Language Guide. This guide helps to resolve mutual misunderstandings, improve communication, and boost awareness. It has also been made available for external use to support inclusivity for all outside of Sony. Sony Europe also held Accessibility Empathy Lab experience events at various workplaces. Through the use of simulation tools, participants’ mobility or vision were artificially reduced to allow a deeper understanding of the challenges faced, with demonstrations to show how technology can support people living with disabilities.

Making the Most of Diverse Customer Feedback
Sony exhibits at accessibility-related events in order to gather consumer feedback and use it to continuously improve products and services. At the TechShare Pro conference gathering for accessibility experts held in November 2022, Sony once again participated as a Silver Sponsor and featured its products online. In March 2023, it was a bronze sponsor of the CSUN Assistive Technology Conference (CSUN), the world’s largest international showcase for accessibility. At Sony, the quality of accessibility in its products and services is ensured through a comprehensive approach that involves both internal and external feedback. Services such as BRAVIA and Xperia are designed to be accessible to all, including members of the disabled community and the elderly. Sony Group’s web accessibility requirements are aligned with the Web Content Accessibility Guidelines (WCAG) published by the World Wide Web Consortium (W3C).

Standardization for Accessibility Improvements
Sony has established its own evaluation standards for accessibility, based on industry standards and designed to improve the quality of accessibility in its products and services. These standards are implemented company-wide. Periodic product assessments are carried out using the standards, with a particular focus on electronics products such as BRAVIA and Xperia. The results of those assessments are then leveraged in ongoing efforts to improve products and services. Sony is also proactively involved in standardization activities aimed at driving improvements in accessibility throughout the industry.

Creating an Environment for Carefree Internet Use
Sony Interactive Entertainment (SIE) will continue to develop the PlayStation business for users in all age groups. Console game industry organizations have responded to the proliferation of new game genres by introducing rating systems for customers in Japan, the United States and Europe (CERO, ESRB and PEGI, respectively), based on games’ target age groups. Sony has applied the U.S. system for more than 20 years, offering parents and guardians suggested age categories and descriptions that detail the contents of a game. PEGI is endorsed by the European Commission as a paradigm of self-regulation in the entertainment industry. In Japan, measures are being promoted to make the system more effective, including, with the cooperation of retailers, the voluntary refusal to sell software rated Z (for ages 18 and above) by CERO to underage customers.

SIE has enhanced its parental controls features on its game consoles, including PlayStation®5. This enables parents to navigate the play experience of their family in a way that works best for their needs. For example, the family manager can control the settings so their children can only use the console to enjoy games that are suitable for their age group, offering added safety and peace of mind. The feature also allows a parent to limit screen time and block the ability to chat with other remote users.

Sony offers various services to facilitate inquiries from a diverse range of customers. Sony Life Insurance Co., Ltd. and Sony Assurance Inc. provide sign language and written communication services to facilitate inquiries from customers with hearing or speech disabilities. Working through videophones, sign language and conversation-in-writing service operators are available to facilitate communication by customers. Sony Europe has partnered with Be My Eyes. Their app enables customers with visual impairments to communicate their inquiry to an operator who can give sighted assistance via video call. Currently, seven European languages are supported.
Processing inquiries using sign language and written communications.