

# Accessibility



## Overview

### Basic Approach

With the purpose of “Fill the world with emotion, through the power of creativity and technology,” Sony continues to promote accessibility throughout the Group in order to contribute to a future where everyone can share *kando* (emotion). It is said that one in six people, more than 1.3 billion people, in the world have some kind of disability. Sony understands the needs of diverse users and aims to contribute to the creation of an inclusive society through the Sony Group’s diverse businesses so that people can enjoy the products, services, and entertainment that Sony provides, regardless of each individual’s characteristics such as age and disability, capability or circumstances. Sony has also joined The Valuable 500, an international initiative to help promote participation by individuals with disabilities so that they can demonstrate their latent potential to bring value to business, society, and the economy. Sony was selected from among the 500 signatories as one of the Iconic Partners, which are driving forces in their respective countries, regions, and industries.

### Structure

Sony considers accessibility to be an aspect of sustainability and promotes it throughout the Group. 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 each Group company. 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.

## Products and Services Designed with Accessibility in Mind

Sony is driving initiatives to improve accessibility so that more people can enjoy our products and services. The Sony Group portal site provides information on specific accessibility initiatives from Sony, through which we use the power of technology to make things easier to see, hear, and operate.

### Looking to the Future

Through its accessibility and inclusion initiatives, Sony will continue contributing to the building of a social infrastructure that enables various people and values to interact, circulate and flourish, and will continue to bring new experiences and *kando* to creators and users with diverse needs around the world.

#### ■ Milestones

- 2018: Started exhibiting at the CSUN Assistive Technology Conference (CSUN)
- 2019: Started exhibiting at TechShare Pro  
Systematic operation of teams responsible for promoting accessibility implemented  
Became a member of The Valuable 500
- 2021: Selected as an Iconic Partner of The Valuable 500
- 2025: Inclusive design introduced in product and service commercialization processes

[Sony Group Portal Website](#) | [Sony Group Portal Site: Accessibility](#)

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# Ensuring Enjoyment for More Customers

## 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 105,000 employees had taken the course as of the end of fiscal year 2024. Sony also works to develop new talent who can implement inclusive design. A total of more than 2,000\*1 employees, of all positions and backgrounds, have taken part in Sony’s inclusive design workshops. During these workshops, employees formed teams together with people with disabilities to conduct fieldwork, identify issues, and come up with ideas. Sony also aims to expand its workshops beyond the boundaries of its business operations globally. This workshop program was developed in collaboration with an overseas non-profit organization that promotes disability inclusion with the input of co-creators with disabilities.\*2



A Sony inclusive design workshop in London

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 Music Group (SMG) invited four musicians with disabilities to hold an in-house concert. The concert featured live performances with sign language interpreting for people with hearing disabilities. The employees who took part enjoyed powerful vocal and instrumental performances from musicians with disabilities, reaffirming the importance of accessibility and inclusion through the power of music.

- \*1 Number of participants in Japan.
- \*2 People with lived experience of a disability who collaborates with your team to create or advise on your product, service, or experience.
- \*3 Global Accessibility Awareness Day is a day to talk, think and learn about accessibility and the people who need it.

## Inclusive Design

In order to understand the needs of diverse users, the entire Sony Group considers products and services together with people requiring accessibility, and promotes inclusive design that reflects this input. For cameras in the ET&S segment, for example, Sony engaged in repeated dialogue and testing with employees with visual disabilities to develop a Screen Reader function that assists with operation by reading out the menus and messages on the screen aloud. This function has been fitted to part of Sony’s digital camera lineup. In the Mobile segment, we are also engaged in fieldwork and dialogue with employees with disabilities at Sony/Taiyo Corporation to develop a function that uses sound to inform the user of the horizontal measurement information of the photography screen when taking photos. In addition, in the field of games, the Access™ controller for PSS® is another example of products and services created together with employees and users with disabilities, and its design reflects their input. Sony is introducing inclusive design into its commercialization processes for all products and services with the aim of expanding the application of these initiatives beyond select areas to encompass Sony as a whole. The accessibility needs of customers are applied in Sony’s product development from the early product planning process.



Access™ controller for the PlayStation®5

## 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 language guides. 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 has also held Accessibility Empathy Lab experience events at various workplaces. Through the use of simulation tools, participants’ mobility or vision are artificially reduced to allow a deeper understanding of the challenges faced, with demonstrations to show how technology can support people living with disabilities.

[ABLE - Inclusive Language Guide \[PDF: 389KB\]](#)

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## Making the Most of Diverse Customer Feedback

Sony exhibits at accessibility-related events in Japan and overseas in order to gather consumer feedback and use it to continuously improve products and services. It has exhibited at events such as the TechShare Pro Conference for accessibility experts and Sight World, which is an all-encompassing event in Japan for people with visual disabilities and the CSUN Assistive Technology Conference (CSUN), which is one of the world’s largest international conferences on accessibility. At these events, Sony exhibited products designed with accessibility in mind, including 4K LCD and OLED BRAVIA™ televisions, BRAVIA Theatre soundbars, LinkBuds Open truly wireless earbuds, over-the-counter (OTC) hearing aids, α™ (Alpha™) full-frame interchangeable-lens cameras, and Access™ controllers for the PlayStation®5. Sony also works to implement other awareness-conscious innovations, including distributing pamphlets featuring tactile indicators that enable users to identify the position of QR codes and supporting access to product information using smartphone screen reader functions.

To respond to inquiries from a wide variety of customers, Sony Europe and Sony North America have introduced services using Be My Eyes, which enables customers with visual disabilities to communicate their inquiry to an operator who can give sighted assistance via video call. Currently, seven languages are supported at Sony Europe. Sony is also participating in beta testing of the Be My AI™ app, which makes use of AI.

It also collaborates with organizations of people with disabilities in Japan, America and Europe as part of its continuous work to further enhance products, services and experiences through dialogue. These partnerships include collaborating with the UK-based Royal National Institute of Blind People (RNIB) to implement inclusive design and creating a series of radio features to raise awareness about the accessibility features of Sony products, with the series being broadcast several times through an RNIB podcast.



The Sony booth at CSUN

## 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 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. Sony Europe serves as the chair of the Human Factor Committee, a committee under the ETSI\*4 European standards body and guides the creation of standards related to the usability and accessibility of products and services that utilize ICT technology. As chair of TC 100, a technical committee (TC) under the IEC\*5, Sony Europe also leads the development of accessibility standards related to audio-visual products and services and multimedia.

\*4 ETSI: The European Telecommunications Standards Institute, a European standards body dealing with telecommunications, broadcasting and other electronic communications networks and services

\*5 IEC: The International Electrotechnical Commission, an organization that prepares and publishes international standards for electrical and electronic technologies, made up of representatives from national committees in participating countries

## Working to Enhance Sony Website Accessibility

Sony has established the Sony Group Web Accessibility Policy which sets forth the accessibility standards and compliance requirements for all Sony Group companies’ websites, and actively works to realize digital environments that are accessible to all, including members of the disabled community and the elderly. Sony Group’s web accessibility standards are based on achieving level AA conformance with the Web Content Accessibility Guidelines (WCAG) 2.2 published by the World Wide Web Consortium (W3C), which is the standard that Sony websites aim to conform to.

Sony has been collaborating with all Sony Group companies to implement our web accessibility policy and has been conducting compliance checks to ensure that our websites adhere to established accessibility standards. Sony also regularly conducts a range of web accessibility training targeting different roles in the organization. Sony also actively works to deliver accessible digital content, including still images, audio, video and multimedia to deliver richer, more moving experiences for everyone, including people with hearing- and vision-related disabilities.

Sony will continue to contribute to the realization of an inclusive digital society through its efforts to further enhance online accessibility.

## Initiatives by Segment

### Game & Network Services

Sony Interactive Entertainment (SIE) aims to create gaming experiences everyone can enjoy by evolving its PlayStation consoles, games, peripherals and other products. One example is the Access™ controller, which was developed in close collaboration with accessibility experts and organizations such as Stack-Up and SpecialEffect before being released in 2023. The Access™ controller features an expansive array of hardware and software customization options, enabling players with disabilities to create personalized control configurations for longer and more comfortable gaming sessions.

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SIE also collaborated with organizations that promote accessibility by co-hosting an accessibility booth at the 2024 Evolution Championship Series (EVO), the world’s largest video game tournament, in Las Vegas.

## Pictures

Sony Pictures Entertainment (SPE) has sponsored the Easterseals Disability Film Challenge for eight years. The film challenge gives aspiring filmmakers the opportunity to showcase their talents through writing, directing, editing and acting in short films. Awards are presented to the most outstanding works. The awards ceremony took place at the Sony Pictures studio lot in Culver City in May. The Easterseals Disability Film Challenge also created the industry’s first-ever disability loop group\* in 2024. Sony Pictures hosted a voiceover workshop for the members of the loop group. The workshop included coaching from Sony Pictures Animation executives. Actors who voiced the roles of Lego Spider-Man and Sun-Spider, the first wheelchair-using Spider-Person in Spider-Man™: Across the Spider-Verse, are part of this group.

\* A loop group is a group of voiceover actors who record audio—such as dialogue for extras and general background noise—in post-production

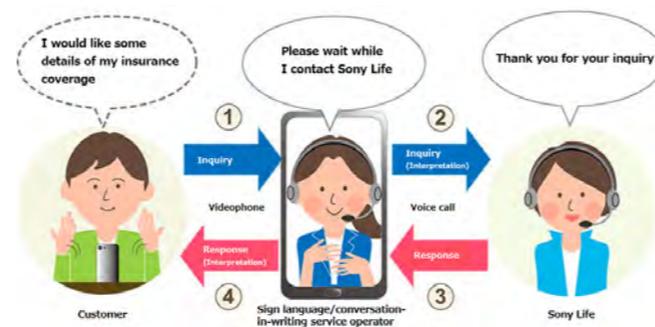
## Music

Sony Music Entertainment (Japan) Inc. (SMEJ) partnered with musicians with disabilities and with an organization that produces musical instruments for people with disabilities to hold an assistive musical instrument hackathon in Bristol, UK in September 2024. Teams comprising musicians with disabilities worked and experts including Sony technologists, designers and innovators worked to develop and design new musical instruments aligned with each musician’s needs and any challenges that they face when performing.

## Financial Services

Sony Life Insurance, Sony Assurance and Sony Bank provide sign language and written communication services to facilitate inquiries from customers with hearing disabilities or who is non speaking. In

addition, Sony Assurance carries out experience-based training that enables customer service staff to hear how their own voice sounds to older people. The Sony Lifecare Group, which operates facilities such as senior nursing homes, is aiming to further improve quality of life for residents by enhancing the efficiency of staff’s work through digital transformation (DX) measures such as bedroom sensors. During the time after residents’ evening meal, which is spent getting ready for bed in many standard nursing homes, wide-ranging activities are held in the homes, including classical music concerts.



Processing inquiries using sign language and written communication

## Entertainment, Technology & Services

With its 4K LCD and OLED BRAVIA™ televisions Sony has features, including color inversion and grayscale modes for people with low vision or visual sensitivities and functions enabling users to adjust the volume of headphones connected through Bluetooth® separately from the TV built in speaker/speakers connected via HDMI, which could be a support for users who want to enjoy audio at louder volume without disturbing others nearby. In addition, through the BRAVIA Connect smartphone app, users can operate compatible televisions and soundbars using a smartphone’s screen reader function. For some audio products, including LinkBuds Open, LinkBuds Fit, LinkBuds Speaker, BRAVIA Theatre QUAD, BRAVIA Theatre Bar 9, BRAVIA Theatre Bar 8 and Bravia Theatre U, Sony has implemented “Guide for QR,” a set of tactile indicators around QR codes that enable users to identify their location through touch. Sony is also expanding its non-product accessibility initiatives. In the

United States, it collaborated with the Braille Institute, a non-profit organization that supports the lives of people with visual disabilities to develop product display stands with braille and audio product description capabilities. These displays have been introduced at 925 electronics stores in the United States. In Europe, Sony carries out programs that create opportunities for young people to engage with photography as an art form. In 2024 and 2025, it worked with a Down’s syndrome-related foundation to hold photography and art therapy workshops for young people with Down’s syndrome.

\* The word “QR code” is a registered trademark of DENSO WAVE INCORPORATED.

\* The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc.

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