

Technology



Overview

Basic Approach

Sony conducts research and development as a creative entertainment company with a solid technological foundation with the aim of “filling the world with emotion through the power of creativity and technology.” To realize its long-term “Creative Entertainment Vision,” Sony leverages the power of technology to drive growth in diverse businesses and to create synergies between them. Through the Sony Group’s wide-ranging products, content and services born from these efforts, Sony is dedicated to creating a world with limitless *kando* (emotion) while helping to solve the problems faced by humanity, society and our planet.

Structure

R&D

Through its technological development, Sony is focused on working with creators to advance entertainment and create new entertainment experiences. In particular, it works on technologies to further support content creation, develop content and IP across business boundaries, and boost fan engagement. Specific examples include virtual production and mixing technologies that facilitate the creation of video and audio, development of 3D content combining Sony’s sensors and 3D modeling technologies, and haptics technology that provides richer experiences for fans.

Sony has also built a new engagement platform for cross-group development and utilization of diverse data, technologies, and solutions with the aim of expanding and deepening fan and creator engagement and accelerating synergy creation across the entertainment sector. In addition, in consideration of the rapid evolution of AI in recent years and seeing AI as a means to support people, Sony engages in

fair, transparent, responsible development of AI and will continue to advance the effective utilization of this technology to enhance fan and creator engagement and contribute to all of the business areas in which Sony operates.

Furthermore, Sony Research is playing a central role in advancing cutting-edge AI research and development. Examples of its work include research and development on next-generation AI agents in game creation to enhance in-game experiences and contribute to efficient game development and collaboration with the semiconductor business to improve efficiency in design and manufacturing processes.

Additionally, to increase its strength as an organization, Sony is advancing systems whereby technology talent with diverse backgrounds and values transcend business boundaries to understand the latest technological trends and share insight as part of cross-group collaboration and other activities.

Group companies and their research and development teams leverage their powerful technological assets to enhance fan and creator engagement through products, services and content while also collaborating with academia to create new innovations and deliver exceptional experiences.

[Sony Group Portal Website | Technology that Fills the World with New Kando](#)

[Sony Establishes Sony Research to Undertake Unprecedented Disruptive Research in Sensing, AI and Digital Virtual Spaces](#)

Sony Computer Science Laboratories

Sony Computer Science Laboratories, Inc. (Sony CSL) was established in 1988 to pioneer new research fields and paradigms, as well as new technologies and businesses, for the good of humanity, society and our planet. Sony CSL gives free rein to its researchers and is committed to creating a better future via creative and imaginative research.

As of 2025, Sony CSL is researching a diversity of themes, including AI and data analysis at its laboratories in Tokyo, Paris, Kyoto and Rome, ranging from social issues in areas such as ecosystems and urban planning to augmentation of human capabilities and creativity. It strives to channel the fruits of its research back into society.



[Sony Computer Science Laboratories](#)

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Programs

Sony Acceleration Platform

The Sony Acceleration Platform started in 2014 as an initiative to promote the creation of new business within Sony Group with the aim of creating new value leading to a richer, more sustainable society and began providing business acceleration services beyond Sony in October 2018. Starting in 2024, in addition to new businesses, while working to solve various business development-related issues, the platform has further strengthened collaboration with external partners to expand the solutions it delivers. Thus far, services have been delivered in more than 900 cases across 27 industries, with 31 new businesses created from scratch. To further accelerate collaboration with companies and organizations to promote business development, it also launched a business matching service called the Boundary Spanning Service in 2025. The Sony Acceleration Platform engages in open innovation with companies and organizations, aiming to bring people’s ideas to life and create an affluent and sustainable society.



[Sony Acceleration Platform \(in Japanese\)](#)

Sony Innovation Fund

Sony has participated for many years in the global ecosystem for creating new businesses and supporting the business growth of venture companies. It established the Sony Innovation Fund in 2016, the Innovation Growth Fund in 2019, the Sony Innovation Fund: Environment to support companies tackling global environmental issues in 2020, and in 2021 launched an innovative program to support ESG initiatives by companies that it invests in. Sony Ventures Corporation, established in July 2021, launched the Sony Innovation Fund 3 L.P. in February 2022. This new investment fund, which completed a final closing with a total of 26.5 billion yen, invests in venture companies in industries that are expected to show strong growth. The new fund brings the total Assets Under Management (AUM) to over 60 billion yen. The Sony Innovation Fund 3 L.P. is intended to contribute to social progress and the creation of sustainable societies via ESG-focused investment and support for venture companies.



[Sony Innovation Fund](#)
[Sony Group Portal Website | News Release | Sony Ventures Corporation Completes Final Closing of the “Sony Innovation Fund 3 L.P.” \(SIF3\) with a Total of 26.5 Billion Yen](#)

Sony Research Award Program

The Sony Research Award Program is an open innovation program for research and development. The program is open to universities and research institutions in North America, Europe, and India, and calls for research proposals, sponsoring grant awards recipients with research funding and opportunities to collaborate with Sony’s diverse R&D organizations. Launched in 2016 for North American universities, the program has expanded to cover more regions and research institutions and granted awards to a total of 201 research projects by fiscal year 2024. It contributes to making Sony’s R&D advanced and promoting R&D on innovative technologies and their implementation in society on a global scale.

[Sony Group Portal Website | Sony Research Award Program](#)

Sensing Solution University Collaboration Program (SSUP)

The Sensing Solution University Collaboration Program (SSUP) is a program that, with the keywords of “Sensing” and “Collaboration,” offers joint research and research support programs utilizing Sony Group’s sensing solutions, as well as related activities to encourage co-creation and to support education. It aims to create a better future and bring surprise and excitement to people, sensing the world to derive solutions for real-world problems as well as to create entertainment. Beginning in 2019, SSUP has globally conducted joint research with 61 university laboratories (40 in Japan and 21 overseas) by fiscal year 2024.



[Sensing Solution University Collaboration Program](#)

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Sony Women in Technology Award with Nature

Sony Group Corporation and Nature established the Sony Women in Technology Award with *Nature* in March 2024. This award honors outstanding early to mid-career women researchers who are spearheading breakthroughs for the betterment of society and the planet in the field of technology (science, engineering, and mathematics). Three winners were recognized at the inaugural award ceremony, held in February 2025. The award grants each winner a prize of 250,000 USD to support and accelerate their technological research.



- [Sony Group Portal Website | News Release | Announcing the Launch of "Sony Women in Technology Award with Nature"](#)
- [Sony Group Portal Website | News Release | Celebrating the Winners of the Inaugural Sony Women in Technology Award with Nature](#)
- [Women in Technology | Sony Women in Technology Award with Nature](#)

Arc & Beyond

Sony Group Corporation founded the non-profit organization Arc & Beyond Association, Inc. in April 2024 with the mission of creating businesses that resolve social issues in collaboration with diverse partners. This initiative established a non-profit fund, the Arc & Beyond Fund, which dedicates the investment profit it generates to creating and operating businesses that resolve social issues. Sony has contributed 3 billion yen to the fund as part of its commitment to tackling social issues. Based on its Purpose of "Expanding possibilities for people through collective effort and technology," Arc & Beyond aims to take a new approach to resolving social issues and contribute to building a society where everyone can experience *kando*.



- [Sony Group Portal Website | News Release | "Arc & Beyond," a Non-profit Organization Established by the Sony Group, Announces Call for Co-creation Partners to Address Social Issues](#)
- [Arc & Beyond](#)

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Developing Technology to Solve Sustainability Issues

Sony regards working to realize a sustainable society as a key theme and is conducting technological development to solve both environmental and social issues.

Environmentally and Socially Beneficial Products and Services

Sony works to create products, services and systems that solve environmental and social issues through our businesses in a wide range of areas.

In terms of products, we supply image sensors equipped with Pregius™ global shutter technology for use in automatic plastic bottle collection equipment made by TOMRA, a company that offers global collection, reuse and recycling solutions. In our materials business area, Sony provides licenses for Triporous™, an adsorbent material developed in-house by Sony that purifies water and air. We also supply SORPLAS™, which enables a recycled material utilization rate of up to 99%.

Additionally, in order to address issues such as the proliferation of fake images and false information due to the rapid evolution of generative AI models, Sony works to enhance the trustworthiness of image-based content by providing news agencies and photographers involved in news reporting with Camera Authenticity Solutions that verify the authenticity of images through compliance with Coalition for Content Provenance and Authenticity (C2PA)* standards and the use of Sony's proprietary in-camera digital signature.

In terms of services and systems, for video production, Sony provides virtual production technology that enables simultaneous shooting of virtual backgrounds and real subjects without being constrained by time or location.

In addition, starting in 2023, WWF Japan, WWF Indonesia, Sony Group Corporation and SynecO have launched a pilot project to introduce Synecoculture™, an agricultural method that utilizes the self-organizing function of ecosystems, for the restoration of forests in Sumatra, Indonesia. The project aims to verify the effectiveness of Synecoculture in forest restoration activities in the places where manual work is constrained.

Further details on these products and services can be found on the following pages.

* A standards-setting organization that develops open standards and technical specifications for the provenance and authenticity of digital content.

→ [Contributions to Solving Environmental Issues](#)

→ [Partnership with WWF Japan](#)

🔗 [Camera Authenticity Solutions](#)



Examples of products and services that contribute to the resolution of environmental and social issues (clockwise from top left): Logo for Triporous, a new material made from rice husks; SORPLAS recycled plastic pellets (black), recovered pellets (transparent: right) and Sony's original flame retardant (left); Synecoculture; Virtual production shooting; an Alpha 1 II camera that supports Camera Authenticity Solutions; a reverse vending machine from TOMRA

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