

press release

Sony invites you to *Join the Next Generation* at CeBIT 2004

- **Kunitake Ando, President and Group COO of Sony Corporation to give CeBIT opening keynote speech**
- **Sony exhibits AV, IT and digital content convergence**
- **Sony Press Conference to take place on Wednesday, March 17th at 14:00 hours**



Berlin, March 1, 2004 - Kunitake Ando, President and Group COO of Sony Corporation will deliver the keynote speech at the official opening of this year's CeBIT, the world's leading information technology and communications trade show. He is the first representative of a media and technology company to undertake such a presentation, thus endorsing the expansion of CeBIT beyond the worlds of IT and telecommunications and illustrating the fact that Sony is a key force driving the convergence of AV (Audio Video), IT and telecommunications.

"I am honoured to have been invited to give the CeBIT opening keynote speech as it affirms Sony's role as a leader in convergence," says Kunitake Ando. "Our aim is to create a networked and open platform across AV, IT and mobile telecom products for the enjoyment of rich digital content and services, anytime, anywhere. This year we are seeing significant achievements with consumers waking up to this world of new excitement and enjoyment."

The Sony theme for CeBIT is 'Join the Next Generation' and its 2,000 square meter booth will highlight a variety of products and applications for consumers to enjoy digital content. In addition, Sony's strength as a global provider of entertainment will be represented through the latest music, film, and computer game offerings.

SONY

Kunitake Ando expands on Sony's involvement with CeBIT: "We are pleased to build on Sony's award-winning presence at CeBIT over the years, especially as CeBIT is embracing the role of digital AV alongside IT and telecommunications."

Journalists are invited to the Sony Press Conference, where Kunitake Ando, Chris Deering, President of Sony Europe from April 1, 2004, and Wolfdieter Griess, Managing Director of Sony Germany will be presenting Sony's strategy and CeBIT highlights. The Conference takes place on Wednesday, March 17 from 14:00h to 15:00h in the Convention Center, Conference Room 1B, Fair Ground. Please register for this event by email (Julia.rosenthal@ffpr.de) or by fax (+49-611-74131-21). For more information about CeBIT, please visit www.cebitt.de.

Meanwhile, here is a taste of some of the innovations and products which CeBIT visitors can see from Sony this year:

QRIO – CeBIT premiere for Sony's corporate ambassador

QRIO, Sony's two-legged entertainment robot and corporate ambassador, is sure to be one of the main attractions at CeBIT 2004. QRIO (**Q**uest for **C**uriosity) embodies Sony's leading role in technical innovation and entertainment. The refined prototype appearing at the show is about 60 cm tall and boasts superb motion capability. It is the world's first humanoid robot that can walk, jump and run without outside assistance. Moreover, QRIO is driven by artificial intelligence and is capable of autonomous behaviour. For instance, it can understand as many as 20,000 Japanese words and has a very good memory for human faces and voices.

Hi-MD WALKMAN – First choice for networked portable audio

Sony, the inventor of the legendary WALKMAN[®], is using this year's CeBIT to introduce the Hi-MD WALKMAN. This new device offers the ultimate in storage capacity, sound quality, transfer speed and sheer versatility, and is unique in its portability due to its small size, shock resistance and long battery life. Significantly increased storage capacity resulting from its compatibility with the new generation of MiniDisc media, the 1GB Hi-MD disc, allows up to 45 hours¹ of recording on one disc. This new MiniDisc delivers up to 100x real time transfer speed and offers true versatility by its ability to store image and PC data as well as music files.

¹ When using a 1GB "Hi-MD" disc and transferring data from a PC to the disc at 48kbps with ATRAC3plus.

From the world of High Definition

'Seeing is believing' takes on new meaning at CeBIT this year as visitors are treated to an impressive glimpse of the future of high quality recording and playback in a High Definition (HD) world. Sony is demonstrating its first HDV (High Definition DV) format camcorder, which marks the beginning of Sony's forthcoming plans to introduce a new camcorder with display and video editing equipment based on the brand new HDV format. When the technology becomes widely available, consumers will enjoy shooting and editing video with all the benefits of HD, notably its outstanding picture quality.

WEGA Engine™ – the ultimate picture quality

Sony's latest flat-screen television sets with WEGA Engine™ picture technology will be available in the stores immediately after CeBIT. Featured in plasma and LCD models, WEGA Engine™ embraces all-digital signal processing and offer extremely natural colours, brilliant picture detail and sharp outlines. Sony will launch 16 models between the end of March and the end of April 2004.

Convergence becoming reality: home networking with VAIO

Sony's VAIO PC's wholeheartedly incorporate the spirit of converging IT and consumer electronics. In the context of home servers, Sony is demonstrating that the vision of the digital age is already a reality. Digital audio, video or image data can easily be streamed – whether by cable or wireless – from the home server to any location in the house. This is multimedia in the true sense of the word – and in compliance with the highest quality standards. The desktops, notebooks and other models in the range are not only highly versatile networking tools, but with their elegant design demonstrate that powerful computer technology can also be extremely stylish.

Guaranteed fun for video and photo fans

Sony's new DVD Handycams add a new dimension to the enjoyment of customers for easy shooting, easy sharing and easy playback. This second generation of products retains the link between high picture quality, camcorder versatility and successful DVD technology. Without any further processing, video captured on a DVD can be played back at home on a DVD player, PC or PlayStation 2 console.

The new Cyber-shot digital still cameras, each one equipped with the innovative Real Imaging processor, represent the very best in digital photographic technology. With their elegant design and compact dimensions, the new Cyber-shots will show CeBIT visitors how Sony is setting new standards in digital camera applications.

Be a singing star with PlayStation 2

Sony Computer Entertainment launches its new PlayStation 2 game *SingStar*, which combines interactive voice coaching with a compilation of 30-plus popular music clips. Unlike existing karaoke games, *SingStar* puts players through their paces by emulating the strict criteria applied by celebrity juries in TV shows.

ENDS

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In addition, for any queries about Sony in your respective country, please contact your local Sony PR office

“You make it a Sony”

Sony products bring digital technology to life, offering a world of applications in entertainment and networking. Whether you are a novice or an enthusiast, you can shoot your own movies on DVD, edit them with a VAIO and share them with friends and family with a DVD player/recorder. You can take perfect still shots every time with easy to use digital cameras such as Cyber-shot, then make quality prints, enjoy them cable free on your WEGA television or simply store your albums on your VAIO. With a Sony network audio device, you can create your own Internet-sourced music compilations and enjoy them at great quality at home or on the move. These are just some of the ways in which Sony gives you complete control over your digital environment, enabling you to enjoy whatever you want, wherever and whenever.

About Sony

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to become a leading personal broadband entertainment company in the 21st century. In Europe, Sony recorded consolidated annual sales of EUR 13.88 billion (yen 1,666 billion) for the fiscal year ended March 31, 2003, based on an average market exchange rate for the same period of yen 120 to the EUR. Sony Europe, with its corporate headquarters at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 8.62 billion for the fiscal year ended March 31, 2003.

For more information on Sony Europe, please visit <http://www.sony-europe.com>