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CES 2012: SONY DELIVERS NEW USER EXPERIENCE FOR CONSUMERS

LAS VEGAS, Jan. 9, 2012 (CES Booth #14200) – Connectivity, superb picture and sound quality, and a unique mix of electronics, content and network services are just some of the features that distinguish Sony's dazzling array of technology at CES 2012.

Sony is introducing consumers to a new world of connected products, from TVs, Blu-ray players, and home A/V receivers to tablets, smartphones, and PCs to camcorders, mobile audio devices and more. Combined with a broad range of online services for movies, TV shows, and games, as well as a cloud-based music service, Sony is giving consumers more access to more content whenever and however they want it. Through this convergence of hardware, content and network services, Sony is offering a new user experience.

“Sony is committed to designing technologies for every aspect of consumer entertainment – in or out of the home, on the go, in the air, at work, at play, or wherever life takes you,” said Kazuo Hirai, Executive Deputy President, Sony Corporation. “When these products are combined with Sony Entertainment Network (SEN) which offers innovative services like Music Unlimited and Video Unlimited, as well as PlayStation Network, the user experience is truly unmatched and only made possible by a company like Sony.”

Bringing this experience directly to consumers are Sony's TVs, personal computers, smartphones and tablets -- the primary four devices people use to play, watch, listen and share. Combined, they let consumers enjoy immersive content and unique applications across various screen sizes and devices.

“Our newest products continue Sony's track record of ground-breaking innovation,” said Phil Molyneux, President and COO of Sony Electronics. “Sony's goal is delivering the highest level of consumer entertainment, and we're not satisfied with just making the best electronics.

Our movies, music and games, combined with our development of emerging technologies like glass-less 3D and 4K technology, further demonstrate our commitment to consumers.”

At CES, Sony is also demonstrating a revolutionary new display technology called “[Crystal LED Display](#).” This unique device is the industry’s first 55-inch Full HD self-emitting display using LEDs as the light source, and will be capable of much higher contrast, wider color range and superb video image response times. Sony is featuring a 55-inch prototype at CES.

Television/Home A/V

Sony’s expanded BRAVIA® television lineup focuses on three series – the entry-level BX, the step-up EX, and the flagship HX. The new models each deliver the best picture quality available and give consumers flexibility in choosing the right entertainment solution.

Select models incorporate and deliver a brilliant Full HD (1080p) picture with increased brightness and outstanding contrast. Sony’s OptiContrast panel elevates the picture to the front surface of the TV and creates a dark background for rich, vibrant, high contrast pictures even in well-lit rooms. Picture quality is further enhanced with Sony’s X-Reality PRO and X-Reality digital video processors, and Sony’s newest version of Motionflow XR technology helps to reduce blur caused by quick camera movements.

Sony is expanding its line of products using the Google TV platform, with a new network media player and a new Blu-ray Disc™ player. In addition, select 2012 BRAVIA models will link seamlessly for easier use of Google TV features.

Sony Tablet

One of Sony’s newest product categories, tablets elevate the user experience to entirely new levels. The first out of the gate, Sony Tablet S, is optimized for dynamic media entertainment on a large 9.4-inch display. Now, Sony Tablet P pushes the design of a tablet even further. Its unprecedented dual-screen layout allows its two 5.5-inch displays to be used for different functions such as playing video on one screen while using the other as a controller, or checking email on one screen while using the other as a

keyboard. Users can also combine the displays into a single large screen and its unique folding design means it can fit easily into a jacket pocket or purse.

VAIO

Sony's VAIO line of PCs continues to evolve to include more entertainment options and new designs to complement consumers' productivity and mobility. At CES 2012, Sony is highlighting several new technologies as well as prototypes ranging from slate design PC and Ultrabook to all-in-one computers with BRAVIA technology and glass-less 3D capability.

Smartphones

One of Sony's highest priorities is increasing its smartphone presence in North America. Sony Ericsson will become a wholly owned subsidiary of Sony under the new company name of "Sony Mobile Communications," and new smartphones will be delivered under the "Sony" brand*.

Sony's newest models combine sleek, slim designs and features to deliver a full HD experience. Users can enjoy movies, TV or Web content, capture HD memories and share them on any screen, and *play* HD gaming on any screen they choose.

The new Xperia™ ion is Sony's first LTE smartphone with a stunning HD 720p Reality Display powered by Sony's Mobile BRAVIA technology. Its thin, lightweight and durable aluminum body houses a 12 MP camera with blazing fast response times. The new Xperia S also provides a full HD experience plus 3D image capture, and more.

Digital Imaging

Sony is unveiling 13 new Handycam camcorder models. The newest Handycam enhancement is an entirely new image stabilization system called "Balanced Optical Steady Shot." By controlling the entire optical path, including the lens and the image sensor, as one floating unit, this technology cancels handshake blur by up to 13 times more effectively than previous models.

Sony is also evolving its line of camcorders with built-in projectors by

introducing a new, higher brightness model and accessories with enhanced audio capabilities, as well as a 3D camcorder (HDR-TD20V) in a much smaller package. And “Bloggie Live” is the world’s first MP4 full HD pocket camera capable of live video streaming with built-in Wi-Fi. Sony is also announcing new Cybershot digital still cameras and a new “post-shooting solution” named “Play Memories.”

Audio

Sony’s Walkman line of MP3 audio players is adding the Z Series. This flagship product adds a multi-application interface and new connectivity options to Sony’s Music Unlimited service and the Android market. Content from Z Series players can be sent wirelessly to certain DLNA enabled devices, or via HDMI to BRAVIA TVs.

Sony is offering up to 11 of its new Balanced Armature line of headphones, which deliver a wide variety of listening experiences. These micro-sized earbud style products are specially designed for style, comfort, sound insulation, sound leakage prevention and noise canceling.

Additionally, a focus on environment sustainability will continue to result in new products that consume less power and energy and require fewer natural resources both in their design and packaging.

Sony has it all: products, content, services and connectivity to technologies for 2D, HD, 3D, and 4K, plus games and Grammy- and Academy Award-winning music and movies, as well as new releases and upcoming blockbusters like “Men in Black 3.”

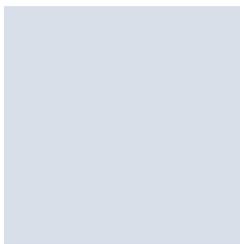
Sony’s CES exhibit demonstrates a total commitment to entertainment from a total entertainment company.

“Sony creates and delivers more entertainment experiences to more people than anyone, anywhere,” said Sir Howard Stringer, chairman, CEO and president of Sony Corporation. “We will continue to create the best products in the world, the kind of things that make people say, ‘I have seen the future...and it’s a Sony.’”

About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, semiconductors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>

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