

SONY

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Sony Launches Digital Presence for CES 2021 - Show Overview

Online CES Press Conferences, Company News Resources Set to Inform and Enable Creators

January 6, 2021 – Sony, heading into its 50th year as an exhibitor at the Consumer Electronics Show (CES), today announced details of its digital participation in the upcoming 2021 online event. The company will showcase its innovations as a creative entertainment company with a solid foundation of technology at this year’s digital-only event, January 11-14, 2021.

Sony encourages CES 2021 attendees to join the live press conference and

presentations on the official CES platform, and all are also invited to engage with the free, publicly available content on Sony's own digital event platform "**Sony Square**" (<https://square.sony.com/>). Members of the media can access and download additional CES-related resources and materials from Sony on the Consumer Technology Association (CTA) website or on Sony Square, noted above.

Global executives from Sony will engage on the CES digital-only platform and Sony Square at the following session:

January 11th, 10:00 - 10:30 p.m. GMT/11:00 – 11:30 p.m. CET – *Accessible on the CES site and Sony Square live*

Sony Digital Press Event, featuring Chairman, President and CEO of Sony Corporation Kenichiro Yoshida and top executives from Sony Interactive Entertainment, Sony Pictures Entertainment and Sony Music Entertainment. Global insights from Sony.

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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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