

A f f i n i t y i n A u t o n o m y

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Sony returns to Milan Design Week with 'Affinity in Autonomy'

Sony is set to return to Milan Design Week from 9th to 14th April 2019. Following its successful debut at the world's largest international design event in 2018 with 'Hidden Senses'; a sensorial experience that visualised an enriched lifestyle for a new tomorrow.

In a rapidly transforming technological landscape, Sony is developing a vision for robotics that will enrich people's lives and society. Its 2019 exhibition is entitled 'Affinity in Autonomy: Envisioning the relationship between humans and robotics'.

Through the exhibition visitors will experience the future of robotics evolving with emotion and a feeling of vitality.

Event Information:

Title: 'Affinity in Autonomy'

Venue: Spazio Zegna, Via Savona, 56/A, Milano, Italy

Dates: Press preview on Monday 8 April, 15:00-21:00

Public display from Tuesday 9 to Sunday 14 April

Details: Website: sony.net/AiA/

Instagram: www.instagram.com/sonydesign_official/

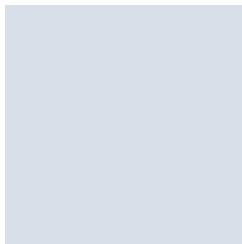
The exhibition exemplifies the Sony approach of always being at the forefront of design by keeping true to the founders' doctrine of "Do what has never been done before" and "Always stay one step ahead".

Since its inception back in 1961, Sony Design has faithfully adhered to these wise words, forging its reputation as a leading, award-winning Design Team, and sets to have this continue in to the future as Sony continues to explore what the future could, and will, hold.

For more information on Sony Design, visit: www.sony.net/design

Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, interactive entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$77 billion for the fiscal year ended March 31, 2018. Sony Global Web Site: <http://www.sony.net/>

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