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**SONY DIGITAL SIGNAGE CONTENT SOLUTION FEATURED IN COX COMMUNICATIONS RECENTLY
UNVEILED SOLUTIONS STORES**

LAS VEGAS (Digital Signage Expo, Booth #1607), Feb. 24, 2011 –Digital signage solution from Sony Electronics has been installed in Cox Communications Solutions Stores throughout the United States.

The comprehensive content distribution solution was developed by Convergent, a fully owned division of Sony Electronics, based on its Prodokol® digital signage platform. The company designed the system to distribute customized, targeted content in up to seven discrete zones across the Cox retail store network. Sony created spots with a clean white background and bright colors that mimic the lighting and fixtures of the stores, while adding 3D design techniques to enhance the overall look and feel of the messages.

The digital signage was designed to engage and inform customers, by delivering Cox's core messages with minimalist – yet elegant - content within a high traffic retail environment. Unique spots were created to promote Cox's wireless offering, while maintaining synergy with the company's overall marketing program.

"With the recent unveiling of our new Solutions Stores, Cox has transformed many of its retail stores to make it easy for consumers to experience complete solutions to enhance their lifestyle," said Tracy Nolan, vice president of retail, Cox Communications. "Every aspect of our new retail stores provide an ambience that is exciting and vibrant, from our employees to our products and services to the signage."

Jay Dishong, senior vice president, Sony Electronics applauded the distribution network saying, "The content makes an impact, but without a reliable network, the first and last link in the chain is broken and a campaign can fall flat."

Prodokol is a centrally managed, end-to-end digital signage platform that supports the creation, management, distribution and playback of content. Sony also provides network installation, technical support and network monitoring.

Sony will be showcasing at the Digital Signage Expo in booth number 1607.

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