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SONY MAKES DIGITAL SIGNAGE EASY WITH END TO END SOLUTIONS

Seamless Solutions, Backed by a Full Suite of Services and High-performance Sony Technology Take Center Stage at Digital Signage Expo 2011

LAS VEGAS (Digital Signage Expo, Booth #1607), Feb. 23, 2011 - Sony is showcasing a variety of offerings including a nine screen Canvas application that pushes digital signage walls to the limit and the launch of its new proprietary audience measurement application that captures key audience characteristics and reports them back to brand marketers. Also featured in the booth are enterprise solutions for retail, banking and quick service restaurants and the release of Ziris Professional v7.1.

“We are taking a different approach to the digital signage market by offering a variety of solution types—from the very simple to the most comprehensive,” said Jay Dishong, senior vice president of business development for Sony Electronics, Professional Solutions of America. “We can help customers every step of the way, from solution design and implementation to content creation, content management and network monitoring. The solutions that we are showing this year set Sony apart from the competition and give customers a single source for all their digital signage needs.”

Sony’s Canvas digital signage walls let content creators push creative and technical boundaries to reach audiences with maximum impact. The latest Canvas 1.1 release includes support for PlayStation® 3 slim design, new video format supports including a chargeable module that may be installed to allow Screen Cutter to generate content in the newly supported AVC HD format. This allows Screen Cutter v1.1 to generate Unlimited HD content at up to 1080 60p (i.e., 60 Hz Progressive Full HD per screen!) Also new is a feature called “Active Video De-Select” which allows the operator to select what video files should be played, and more importantly, not played by a PS3. The operator can use this to reveal video that otherwise would be obscured by a playing video; or to help avoid running into the maximum number of videos/bit rate limits.

Sony is also showcasing its “work in progress” facial recognition and behavioral analysis solution. This proprietary technology identifies the approximate age, sex and ethnicity of each person viewing the display and the length of time they watched. The solution features a series of reports to help brand marketers and advertisers determine the demographics of the viewers, how long they’re watching and get a better understanding of customer behavior.

Also new to this year’s show is enterprise level digital signage from Convergent Media Systems, a Sony Company, which features solutions for banking, retail and quick service restaurants. Thanks to Convergent, Sony is now able to offer a full suite of services that provide customers with a seamless digital signage solution. Built on

its Prodokol® enterprise grade media platform, the company is able to provide a managed solution that supports the creation, management, distribution and playback of digital signage content. Thanks to its modular design, users can mix and match a wide variety of technologies into their solution. Convergent's engineers have tested and integrated a number of media players, displays and cutting edge technologies into a single integrated platform, giving users the flexibility to design a solution that meets their unique requirements and budget.

Another aspect to its many offerings is Sony's Ziris™ family of web-based digital signage solutions, which is now available with new software updates to Ziris Professional (version v.7.1 and Ziris Canvas v.1.1). New features for Professional v.7.1 include 64-bit OS support, multi-language capability, centralized configuration and license management distribution, and compatibility with BRAVIA televisions that use the BRAVIA engine (no longer limiting it to just professional LCD displays). Also new is compatibility to a new signage appliance for Ziris View Lite output, the VSP-BZ10 and Ziris manage improved logging capabilities.

Also on display at DSE 2011 is an array of Sony signage players, including the new VSP-BZ10 external mini digital media player. It's an entry level signage appliance compatible with Ziris Professional or can be run on a network for small signage installations of up to 10 devices or can be used in stand alone function with content stored on a USB flash drive.

From simple to comprehensive, Sony provides solutions that deliver results. Today we service over 45 media networks, spanning 24,000 locations and reaching over 5 million people per day. Whether you enter the American Airlines Arena in Miami, visit Central Park in New York, take in a show at Austin City Limits, or venture to the Sydney Opera House, you'll experience how Sony helps brand markers and advertisers design, manage and deliver their stunning content in designs and solutions as unique as the locations in which they reside.

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