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SONY TO CO-SPONSOR 4K FORUM DURING 2009 NAB CONFERENCE

PARK RIDGE, N.J., April 16, 2009 – Sony is co-sponsoring the 4K Forum scheduled from April 20 - 23 during the 2009 National Association of Broadcasters (NAB) conference in Las Vegas. The annual gathering, which attracts companies working in diverse areas of the video production industry, serves as a symposium to discuss the latest advancements in 4K content development and workflow technologies.

Sony will be joined at the technology forum by this year's host, IGI, a leading company specializing in designing large-scale display solutions, and co-sponsor NVIDIA, which will be showcasing its Quadro® Plex graphics computing system. The schedule of events for the four-day technology showcase will include presentations from IGI, NVIDIA, Sony, ASSIMILATE and da Vinci Systems. The presentations will range from an overview on the digital intermediate process to color grading solutions to hardware and computing technologies that enable real-time post-production workflow and color correction of video content in full 4K resolution.

During the event, IGI will use two Sony SXR D® 4K (4096 x 2160 pixel) resolution projectors in a rear projection display configuration. Each projector is capable of displaying images at four times the resolution of today's high-definition television sets, or 8.8 million pixels per unit. One of the units will be the latest-generation SRX-T110 4K projector, which was introduced in November 2008 and provides higher contrast, higher brightness and other improvements over previous models. The projectors will be used to display imagery on IGI's PowerWall | 4K unit, a self-contained rear projection display with a screen width of 10 feet, as well as a second rear projection screen measuring 23 feet in width.

"We're pleased to be serving as a co-sponsor to the 4K Forum," said Andre Floyd, business manager for Sony Electronics' SXR D Division. "As all corners of the market, including post-production, cinema and advertising continue to adopt 4K technology, we're excited to once again be working with individuals from those industries to showcase the latest advancements in 4K."

For more information about the 4K Forum, including a schedule of events and to register for one of the sessions (promotional code 1005600 required to register), please visit www.4kforum.net. For more information about Sony's SXR D projectors, please visit www.sony.com/sxrd.

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