



Global



Press Releases

The following information is true and accurate at the time of publication.

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SONY 3D TECHNOLOGY CENTER OPENS AT SONY PICTURES STUDIOS

Studio's Top Talent in 3D Content Creation to Offer Training to Entertainment Industry for the Next Wave of Entertainment

Las Vegas, NV - January 6, 2010 - Sony Corporation announced that it will open the "Sony 3D Technology Center," located at Sony Pictures Studios in Culver City, California, to train and nurture a community of experts in the rapidly growing market of 3D entertainment. The announcement was made today at the Consumer Electronics Show by Sir Howard Stringer, Chairman, CEO and President of Sony Corporation.

The new center will offer professionals from across the industry a hands-on opportunity to learn more about the techniques and equipment used to create top-quality 3D productions of all kinds - including sports, movies, television and games. The center will also feature Sony's top-of-the-line business and professional products, which are widely used in capturing, manipulating and displaying 3D productions.

"Our mission is to support the spread of high quality 3D throughout the marketplace," said Chris Cookson, President of Sony Pictures Technologies, Sony Pictures Entertainment, and Chief Officer of the Sony 3D Technology Center, Sony Corporation of America. "Modern technologies and techniques can create much more natural and realistic 3D than most people had experienced in years past, so we have an interest in helping the industry as a whole seize this opportunity to give audiences really great 3D experiences. People must reliably and consistently be able to enjoy what is presented in 3D for it to gain acceptance in the long term."

"Making 3D is easy, but making good 3D is hard," said Buzz Hays, Senior Vice President of the Sony 3D Technology Center, Sony Corporation of America. "I've had the pleasure of making 3D movies with Hollywood's true pioneers over the last five years, and I am excited to dedicate my time fully to sharing what we've learned as this medium makes its way toward primetime."

Sony Pictures Digital Productions studio Imageworks has been a leader in both 3D animation and live-action 3D conversion. Imageworks has produced more recent 3D movies than any other studio. Sony Pictures Releasing International has released multiple 3D films for the studio including Columbia Pictures and Sony Pictures Animation's September 2009 3D release of "Cloudy With a Chance of Meatballs" which has earned more than \$200 million dollars to date in worldwide box office ticket sales.

The 3D Technology Center is scheduled to open in February 2010.

About Sony

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$79 billion for the fiscal year ended March 31, 2009 Sony Global Web Site: <http://www.sony.net/>

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