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**SONY AND ORLIVE DEMONSTRATE THE
FUTURE OF CONTINUING MEDICAL EDUCATION**

Full High-definition Video Channel to Stream On-demand Surgical Content

CHICAGO, October 11, 2009 – Sony is teaming with ORLive, a web-based medical broadcasting company, to launch a new high-definition video channel featuring on-demand streaming surgical content. The two companies will demonstrate this convergence of technology and medical education at the 2009 American College of Surgeons Clinical Congress in Chicago.

The new Sony HD channel will feature content produced with Sony cameras and the ImageCore HD™ digital capture system. The pre-recorded surgical procedures were performed and captured in HD by doctors at Northwestern University Medical School in Chicago. Sony plans to continually add new HD surgical videos from a wide range of institutions.

According to Robert Oakley, vice president of marketing for ORLive, this type of online service is the right solution for the pace of today's medical industry.

“Medical professionals are extremely busy and you need to be able to connect with them on their terms, when they’re available,” he said. “But while convenience is important, it’s also critical that they know the information they’re receiving is accurate. That’s exactly what our site – and especially this new Sony HD channel – is designed to do: provide the highest-quality HD video, produced by surgeons for surgeons.”

The ORLive audience comprises three main segments: clinicians, informed care seekers and non-clinical healthcare workers. The content is primarily pre-recorded with select live views available, and future plans include adding more live streaming video over time. The team behind ORLive is also continually working to expand the site’s breadth and resources in order to increase its value to the modern medical professional.

“ORLive is an online reference for many colleges and institutions,” said Evan Krachman at Sony Electronics’ medical systems group. “Their online content is from leading medical professionals, and their vision complements our HD technology. As a manufacturer, this new channel is an invaluable method of reaching clinicians to raise awareness of new products and technologies designed to help them do their jobs more effectively.”

According to Oakley, the growing demand for self-paced continuing medical education creates a range of new avenues for enhancing the site’s content. For example, one potential area is live demonstrations of newly installed surgical equipment at medical facilities, where viewers can interact live with the surgeons on site.

“Our viewership is expanding constantly, reaching surgeons, physicians, perioperative nurses, nurse managers, informed care seekers, medical students and more,”

Oakley said. “We’re also working to get the attention of buying decision-makers to show the strong value of investing in HD production capabilities for surgical content.”

About ORLive

ORLive is the world's leading surgical broadcasting company. Working collaboratively with hospitals and device manufacturers, ORLive produces customized, interactive, video programs that demonstrate the latest surgical techniques and product innovations. The ORLive broadcasting network provides an intimate look at over 650 live and on-demand surgeries to a global audience, streaming over 45,000 hours of programming each month. The ORLive network can be found on-line at www.ORLive.com.