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**SONY 3D TECHNOLOGY ADDS NEW DIMENSION TO
MINIMALLY INVASIVE SURGICAL PROCEDURES**

3D HD Video Monitors Deliver Unprecedented Depth and Clarity to Surgeons

NATIONAL HARBOR, Md. (SAGES Booth #131), April 14, 2010 – Sony Electronics will be showing 3D video of a recent laparoscopic test procedure this week at the Society of American Gastrointestinal and Endoscopic Surgeons (SAGES) 2010 World Congress.

“Using 3D cameras in the OR has changed my sense of depth and space while performing minimally invasive surgery,” said Eric J. DeMaria, M.D a surgeon practicing in.,Durham, North Carolina.. “In our recent tests, Sony’s technology has helped provide a truer visual experience – similar to that of natural sight, even when performing laparoscopic surgical tasks deep within the abdominal cavity.”

The surgery was conducted at a major medical center in Durham, N.C. Doctors used Viking Systems “Next Generation”3DHD Systems, with the output displayed on a Sony prototype medical grade, 24-inch 3D HD monitor and recorded on Sony’s new SRW-5800 3D-capable recorder. The procedure was performed on the gallbladder of an adult pig.

“Sony is committed to developing 3D technologies for the surgical market.said Evan Krachman, Sony marketing manager ,Surgical Applications.. “Our experience in manufacturing high-performance video technology for the broadcast and video industries

allowed us to deliver high-quality HD to the surgical field, and now we're further extending that expertise by delivering an even higher level of detail and texture with 3D."

To view the 3D video content, visit the Sony booth # 131 at SAGES. For more on Sony's HD surgical solutions, visit sony.com/HDforSurgery.