



Press Release

Berlin, August 2007

Blu-ray Disc™: Opening The Door To HD For Everyone

- **United Sony delivers Blu-ray Disc™ products across different categories**
- **Over 30 movie titles on Blu-ray Disc™ to be released by Sony Pictures this autumn**
- **Home Theatre goes Blu-ray: more movies, new players, more fun**
- **Play movies and edit, share and store personal HD content with VAIO Blu-ray Disc™ notebooks and PCs**

Sony has created a special range of Blu-ray Disc™ products to give people access to the new HD world in whatever form they want. The options range from Blu-ray Disc™ Players capable of outstanding HD audio-visual performance to notebook PCs powerful enough to edit and burn HD video content to Blu-ray Disc™ as well as serve as players in their own right.

As High Definition becomes the new standard for video, Blu-ray Disc™ is increasingly visible as the natural medium for storing super-size HD content. From Hollywood movies to personal HD video captured on an HD Handycam, Blu-ray Disc™ will hold it all.

"We are watching the future take shape," says Hiro Shinohara, Director of Home Video Europe at Sony Europe. "And at the same time Sony is playing an active part in shaping the future. These Blu-ray products give people the power to make the move to HD now, and become part of the biggest and most exciting development in video, entertainment and film this century. We want everyone to be able to join in."

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Those seeking stylish entertainment and real power in a portable format can turn to the Blu-ray equipped models of the VAIO FZ20-Series. This superbly designed notebook fits a 15.4-inch X-black LCD™ screen into a footprint more usually associated with 14.1-inch displays. Some models of the VAIO AR50-Series notebook combine a massive 17-inch X-black LCD™ screen which is 1080p Full HD capable with an integrated Blu-ray Disc™ drive, so it's great for watching BD movies, but it also has the power to edit HD video content too. Alternatively, the VAIO L-Series is a uniquely-designed, slimline all-in-one digital media centre, with an integrated 22-inch screen. Some L-Series models come with a slot-in Blu-ray Disc™ drive and twin analogue/digital DVB-T tuners for watching and recording different TV channels simultaneously.

All Sony VAIO Blu-ray Disc™ equipped products can play BD movies, but for anyone seeking a dedicated player the new BDP-S300 and BDP-S500 provide home cinema of the highest order. Both feature 1080p Full HD output via HDMI™, and 24p True Cinema which re-creates the 24 frames per second of the original cine camera, so eliminating the unwanted effects of standard for-TV framerate conversion. Home Cinema enthusiasts can go further and opt for the full Blu-ray Disc™ Home Cinema System HTP-BD2RSF, which consists of the Blu-ray Disc™ Player BDP-S300 itself, a digital Sony S-Master amplifier HT-SF2000 and a powerful 5.1 speaker array. The System is easy to set up, with one-touch automatic audio configuration for flexible speaker placement and optimum sound quality in any room. It also features BRAVIA Theatre Sync for synchronized control of your HDMI-connected BRAVIA TV from a single remote.

Blu-ray Discs

To demonstrate the ever-growing catalogue of Blu-ray format movies available from Sony Pictures Home Entertainment, customers who purchase either player in Europe will receive a copy of the **Spider-Man™ High Definition Trilogy** on Blu-ray Disc™, (upon registration of the product and completion of a customer questionnaire online)¹. Sony Pictures Home Entertainment has already released more than 40 Blu-ray Disc™ format (BD) movies, with more than 30 titles scheduled for release between now and Christmas. The **Spider-Man™ High Definition Trilogy** is a three-pack release of all three films on Blu-ray High-Def,

allowing fans an exclusive opportunity to collect **Spider-Man™**, **Spider-Man™ 2** and **Spider-Man™ 3** all in high definition.

¹ Conditions may vary according to country. Offer not valid in Germany.

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About Sony:

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the world's leading digital entertainment brands. Sony recorded consolidated global annual sales of EUR 55.83 billion (yen 8,296 billion) for the fiscal year ended March 31, 2007, based on an average market exchange rate for the same period of yen 148.6 to the EUR. It employs approximately 163,000 people worldwide.

In Europe, the Sony Group recorded consolidated annual sales of EUR 13.71 billion (yen 2,038 billion) for the fiscal year ended March 31, 2007. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.12 billion for the same period.

For more information on Sony Europe, please visit <http://www.sony-europe.com> and <http://www.sony-europe.com/presscenter>.

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