



Press Release

Weybridge, 12 November, 2007

Get out what you put in with Sony's high performance AV cable range

See and hear the difference with a high quality connection

Sony Europe's IT Peripherals division today announced a new range of high performance AV cables designed to complete the high quality sound and viewing experience of Sony's home theatre products. Available for a number of Sony AV products, including BRAVIA flat screen TVs, VAIO PC and laptops, PLAYSTATION®3 consoles or Blu-Ray Disc™ video players - Sony's AV cable range has been specifically designed using the highest quality components to produce clearer, cleaner sounds and pictures. Following the same design principles as Sony's home theatre products the range includes Digital HDMI, Component Video, SCART, Optical Digital Audio, Coaxial Digital and Stereo Audio cables.

The cables complement the midrange HDMI cables already introduced by Sony in April 2007 and provide a setup for more discerning users. Ready for HD viewing Sony's Digital HDMI cables support full 1080P HD signals and the x.v. Colour standard for better looking HDTV. The cables also support Sony's BRAVIA Theatre Sync one touch control, are PLAYSTATION®3 compatible. Sony's AV cable range is available immediately and comes in 1, 3 and 5 metre lengths.

Sony's AV cable components have been carefully selected to mirror the audio and image quality of Sony home theatre products. The connectors are 24k gold plated, giving excellent signal transmission and protecting from corrosion within the home environment. The mesh outer jacket offers high durability from heat, bending and twisting, reduces interference and improving the quality of sound. The High Performance Shielding System further reduces interference, with a triple shielded core wire, aluminium tape, OFC braided and OFC spiral wiring for optimum screening. While the complete range is manufactured from 99.996% oxygen free copper (OFC) for high quality audio and video signal transmission to ensure that the cable maintains a constant electrical current.

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“Just as the quality of the components in your TV, games console, DVD or Blu-Ray Disc™ player makes a difference to audio and image quality, so too will your cables. In fact, experts recommend spending 15% of your total AV budget on cables. Sony has a long heritage in high quality audio and video products and Sony’s high quality AV cables produce clearer, cleaner sound and pictures. They’re easy to install, discrete and designed for longevity”, said Mark Lufkin, Divisional Director, Sony Europe's IT Peripherals and AV Accessories division. “Sony cables will improve the performance of any audio visual set-up but really play to the strengths of Sony’s home theatre, computing and gaming products.”

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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.

Sony Europe's IT Peripherals division provides a comprehensive range of computer accessories for home and office use as well as quality business data storage solutions.

For more information please visit www.sony-europe.com and www.sonyisstorage.com