

SONY

Press Release

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GREEN TV: ENERGY EFFICIENT, ECO-FRIENDLY SONY BRAVIA TV WINS EISA AWARD



The European Imaging & Sound Association (EISA) has named the Sony BRAVIA KDL-40D3000 LCD television as winner of this year's European Green Television 2007-2008 award.

The beautifully styled 40-inch flat screen television was selected for the prestigious accolade by an evaluation team of European academics specialising in the environmental benchmarking of electronic products.

In normal operation, the KDL-40D3000 consumes just 0.0395 W of power per square centimetre of screen area. This falls lower still when the set's innovative power-saving ambient light sensor is activated, reducing consumption to a mere 0.0141 W per square centimetre in power saving mode.

In standby (deep sleep) mode, overall consumption is just 0.27 Watts. Other models in the Sony BRAVIA range have similarly frugal power requirements. Standby consumption of most models is 0.3 W, while none consume more than 1 Watt.

The coveted award recognises much more than top-line energy figures. The EISA judging team also analysed a wide range of other factors contributing to the set's overall environmental footprint.

Innovative design features considered included the television's automatic sensor that adjusts backlight levels depending on ambient illumination. Transportation, disposal and disassembly requirements were audited by the EISA judges alongside the type and quantity of materials used for manufacturing and transportation.

"Thinking about the environmental impact of our products at every phase of their lifecycle has been a central part of Sony thinking for many years", commented Serge Foucher, Executive Vice President, Sony Europe. "We know that consumers care increasingly about the true cost of their new television set in terms of our planet's natural resources. This award is a clear demonstration of Sony's commitment in this area. Naturally, we are continually developing new innovations and technologies that will further improve the energy efficiency of Sony products."

"This achievement complements Sony's ongoing commitment as a WWF Climate Savers partner, as well as our Sustainable Energy Europe Award 2007 from the European Commission", added Mr. Foucher. "We're highly honoured to have our efforts in the area of energy efficiency acknowledged by the EISA judges this year."

In naming the KDL-40D3000 "European Green Television 2007-2008", the award citation of the EISA Jury stated: *"For every square centimetre of its impressively-sized screen, the Sony BRAVIA KDL-40D3000 uses a mere 0.0395 W of power in operation, with the possibility of reducing energy consumption still further by activating the power-saving light sensor that is incorporated in the set. On that count alone, this contemporary-design Flat-TV is a winner right from the start. However, the story doesn't end there. Also in all other categories considered, material use & recycling, packaging & transportation, product architecture & electronics organisation, the BRAVIA consistently scores among the best of the*

products submitted. On balance Sony's clever design tips the scales towards victory."

The KDL-40D3000 complements its 'green' design philosophy with innovations like 24p True Cinema mode and MotionFlow+100Hz technology for smoother, more natural on screen motion.

The energy-efficient Sony BRAVIA D3000 series LCD television is also available in 32-inch (80 cm) and 46-inch (117cm) screen sizes.

The 2007-2008 EISA Awards will be presented at a special Gala Event on September 1st, 2007.

- ENDS -

KDL-40D3000 key features:

- Motionflow+100Hz for smooth motion
- 24p True Cinema for viewing in accurate cinema experience
- Theatre Mode picture settings optimised by Sony Pictures Entertainment
- BRAVIA Theatre Sync for easy control of AV devices
- S-Force virtual surround sound
- Power consumption: <0.3 W (standby), 169 W (operating), 62 W (power saving mode)
- Light sensor – auto adjust backlight
- Halogen-free flame retardants used in cabinets and main wiring boards
- Recycled polystyrene foam used in cushioning for shipping and 40% recycled paper in packaging
- Designed for easy disassembly during recycling



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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