

SONY

Press Release

Paris, 7th January, 2008

Sony's new 16GB Memory Stick PRO Duo media Ideal for High Definition Handycam® and the latest Sony digital still cameras

Largest capacity Memory Stick offers endless entertainment

Sony Europe's Recording Media & Energy (RME) division today announced the expansion of its high-definition recording options with the introduction of 16GB Memory Stick PRO Duo™ media. This large-capacity flash storage device is ideal for Sony's new Handycam® camcorders based on AVCHD™ technology as well as the latest high-resolution Sony cameras (Cyber-shot™ & α). Users can store up to 110 minutes of high-definition video recorded in 1920 mode, almost 6 hours of HD video when shooting in 1440 LP mode, and more than 4000 still pictures in 10 Megapixel resolution.



The 16GB Memory Stick® PRO Duo™ media, is the optimal recording media for HD content because of its ability to quickly and easily transfer large amounts of video content between devices. The 16GB Memory Stick PRO Duo media can be removed from the camcorder and inserted directly into the Memory Stick slot of a PC or laptop or in a compatible adaptor. In Europe, for the initial launch promotion, it will be bundled with a handy USB adaptor - making it even easier to transfer files from your devices onto your PC for editing and sharing content. The 16GB Memory Stick PRO Duo™ media will be available in March 2008.

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Mark2 Certification

To designate AVCHD recording support, the Memory Stick PRO format has added the Mark2 certification. Memory Stick media products with the Mark2 logo meet the higher writing speed requirements and are certified to operate with AVCHD recording products.



Editor's Notes:

Specifications are subject to change. Memory Stick media transfer speeds vary by and are dependent upon host hardware devices. A portion of media capacity is used for data management functions. Available recording capacity of the 16GB Memory Stick PRO Duo media is 14.9GB.

More information about the hardware compatibility of the new 16GB Memory Stick PRO Duo can be found at www.sonydigital-link.com/memstick/.

For more information, please contact:

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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 Recording Media & Energy division is responsible for the retail and corporate data media, consumer and professional media and battery business. Please visit www.sony-europe.com