

# SONY

Press Release

Berlin, 20<sup>th</sup> April 2006



## SONY TARGETS DIGITAL SLR CAMERA MARKET WITH NEW BRAND

With the global announcement today of a new photographic sub-brand, Sony marks a decisive move into the D-SLR (Digital Single Lens Reflex) camera market.

Through the brand name **α** (pronounced "alpha"), Sony is committed to taking photographic enthusiasts to the next level of enjoyment and creative satisfaction with a range of attractive, innovatively designed D-SLR cameras, interchangeable lenses and accessories. The first letter of the Greek alphabet **α** has been chosen to reflect Sony's primacy in an exciting new world of digital imaging.

Camera products marketed under the **α** brand will draw on Sony's unmatched consumer electronics heritage, product miniaturisation skills and digital imaging expertise. They will also feature the same widely-acclaimed lens mounting system developed by Konica Minolta for its Maxxum/Dynax series SLR cameras.

The **α** brand also clearly differentiates Sony's new D-SLR line-up from the company's successful Cyber-shot™ compact digital stills camera brand.

**α** and Cyber-shot products will continue to be marketed by Sony under the two distinct brands.

With the launch of **α** Sony is communicating directly to amateur photographers and enthusiasts looking to add an extra dimension of quality and creative flexibility to their everyday enjoyment of photography

The first wave of **α** products will be available commercially during summer 2006.

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In addition, for any queries about Sony in your respective country, please contact your local Sony PR office.

**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 Consumer Brands. Sony recorded consolidated annual sales of EUR 53.43 billion (yen 7,160 billion) for the fiscal year ended March 31, 2005 and it employs approximately 151,400 people worldwide.

In Europe, Sony recorded consolidated annual sales of EUR 12.03 billion (yen 1,613 billion) for the fiscal year ended March 31, 2005, based on an average market exchange rate for the same period of yen 134 to the EUR. 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 8.87 billion for the fiscal year ended March 31, 2005.

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

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