

SONY

Corporate Data

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Founded: May 7, 1946
Capital: 629,019,035,195 yen (as of June 30, 2007)
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Stock Exchange Listings: Tokyo, Osaka, New York, London

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HD World: The Technologies Behind BRAVIA™ LCD Televisions

Fact Book 2007 **Second Quarter**
Fiscal Year 2007

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Financial Highlights

(Yen in billions)	1st quarter		2nd quarter		3rd quarter		4th quarter		Full year	
(Fiscal year)	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007
Sales and operating revenue	1,744.2	1,976.5	1,854.2	2,083.0	2,607.7		2,089.6		8,295.7	
Operating income (loss)	27.0	99.3	(20.8)	90.5	178.9		(113.4)		71.8	
Income (loss) before income taxes	54.0	83.8	(26.1)	87.9	179.8		(105.7)		102.0	
Equity in net income of affiliated companies, net	3.6	22.0	19.7	21.1	43.0		12.3		78.7	
Net income (loss)	32.3	66.5	1.7	73.7	159.9		(67.6)		126.3	
Restructuring charges*	10.7	3.4	5.3	18.5	(0.3)		23.1		38.8	
Net income (loss) per share of common stock (Yen)										
—Basic	32.25	66.29	1.68	73.50	159.70		(67.44)		126.15	
—Diluted	30.75	63.14	1.60	70.09	152.49		(67.44)		120.29	
Average exchange rate (Yen/U.S. dollar)	113	120	115	117	117		119		116	
Average exchange rate (Yen/Euro)	142	161	147	160	150		155		149	

* Restructuring charges are included in operating costs.

Operating Highlights for the Second Quarter

Consolidated sales and operating revenue for the second quarter of fiscal year 2007 rose 12% from the second quarter of the previous fiscal year, reflecting increases in all segments except Financial Services. Despite an increase in the operating loss posted by the Game segment and a decline in operating income in the Financial Services segment, consolidated operating income was ¥90.5 billion, compared with an operating loss of ¥20.8 billion in the second quarter of fiscal year 2006. This was attributable to a significant operating income increase in the Electronics segment, as well as operating income in the Pictures segment, compared with an operating loss in the second quarter of the previous fiscal year.

As a consequence, consolidated sales and operating revenue and consolidated net income achieved new records for the quarter. Operating income in the Electronics segment and equity in net income of affiliated companies also set new quarterly records.

Cautionary Statement

Statements made in this fact book with respect to Sony's current plans, estimates, strategies and beliefs and other statements that are not historical facts are forward-looking statements about the future performance of Sony. Forward-looking statements include, but are not limited to, those statements using words such as "believe," "expect," "plans," "strategy," "prospects," "forecast," "estimate," "project," "anticipate," "aim," "may" or "might" and words of similar meaning in connection with a discussion of future operations, financial performance, events or conditions. From time to time, oral or written forward-looking statements may also be included in other materials released to the public. These statements are based on management's assumptions and beliefs in light of the information currently available to it. Sony cautions you that a number of important risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements, and therefore you should not place undue reliance on them. You also should not rely on any obligation of Sony to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Sony disclaims any such obligation. Risks and uncertainties that might affect Sony include, but are not limited to (i) the global economic environment in which Sony operates, as well as the economic conditions in Sony's markets, particularly levels of consumer spending; (ii) exchange rates, particularly between the yen and the U.S. dollar, the euro and other currencies in which Sony makes significant sales or in which Sony's assets and liabilities are denominated; (iii) Sony's ability to continue to design and develop and win acceptance of, as well as achieve sufficient cost reductions for, its products and services, including newly introduced platforms within the Game segment, which are offered in highly competitive markets characterized by continual new product introductions, rapid development in technology and subjective and changing consumer preferences (particularly in the Electronics, Game and Pictures segments, and the music business); (iv) Sony's ability and timing to recoup large-scale investments required for technology development and increasing production capacity; (v) Sony's ability to implement successfully personnel reduction and other business reorganization activities in its Electronics segment; (vi) Sony's ability to implement successfully its network strategy for its Electronics, Game and Pictures segments, and All Other, including the music business, and to develop and implement successful sales and distribution strategies in its Pictures segment and the music business in light of the Internet and other technological developments; (vii) Sony's continued ability to devote sufficient resources to research and development and, with respect to capital expenditures, to correctly prioritize investments (particularly in the Electronics segment); (viii) Sony's ability to maintain product quality (particularly in the Electronics and Game segments); (ix) the success of Sony's joint ventures and alliances; (x) the outcome of pending legal and/or regulatory proceedings; and (xi) shifts in customer demand for financial services such as life insurance and Sony's ability to conduct successful asset liability management in the Financial Services segment. Risks and uncertainties also include the impact of any future events with material adverse impacts.

Past-year amounts in the 10-year trend charts for consolidated earnings stated in this fact book have not all been restated to reflect the basis on which fiscal year 2007 earnings are shown. This information is merely provided for convenience in understanding earning trends.

Topics and New Products

On October 18, 2007, the Sony Group announced that it would expand alliances with IBM Corporation and Toshiba Corporation to manufacture high-performance semiconductors for game machines. IBM and Sony signed an agreement to extend their existing manufacturing relationship to include 45-nanometer silicon-on-insulator (SOI)-based devices for high-volume production of the high-performance Cell Broadband Engine™ processor. The Sony Group and Toshiba will extend their alliance with the aim of further advancing the performance and reinforcing the competitiveness of high-performance semiconductors for game and digital equipment applications by forming a joint venture and shifting from 65-nanometer to 45-nanometer process technology.

On October 11, 2007, Sony Financial Holdings Inc. (SFH), a consolidated subsidiary of Sony Corporation, listed its shares on the First Section of the Tokyo Stock Exchange. SFH is the holding company for operating companies Sony Life Insurance Co., Ltd., Sony Assurance Inc. and Sony Bank Inc. As a listed company, SFH will continue to offer its customers better products and services with the aim of becoming Japan's most trusted financial services group.



OLED Television XEL-1

Sony launched XEL-1, an 11-inch organic light-emitting diode (OLED) television that measures only 3mm at its thinnest point and incorporates Sony's independently developed Organic Panel, which realizes an outstanding contrast ratio, peak brightness, color reproduction and rapid response time, all of which combine to deliver excellent reproduction of moving images. XEL-1 is the world's first OLED television.



Blu-ray Disc™ Recorders BDZ-T/L/X series

These Blu-ray Disc recorders enable high-definition (HD) recording up to a maximum of 16 hours* on one Blu-ray Disc and deliver an enhanced recording duration, picture and sound quality, and ease of operation. These series will accelerate Blu-ray Disc's market penetration by appealing to customers seeking to enjoy three types of viewing—HD broadcasting, HD personal/home video and home theater with high-quality picture and sound.

* Recording time possible on one dual-layer 50GB Blu-ray Disc using LSR (AVC 6m) mode



Cyber-shot™ Digital Camera DSC-T200

Mounted with a 16:9 3.5-inch Wide & Touch panel LCD, the DSC-T200 not only realizes more intuitive operation, but also features a "Smile Shutter" to ensure users never miss those beautiful, natural smiles.

Note: Please be aware that product names, specifications and launch timing differ by country and region.

HD World: The Technologies Behind BRAVIA™ LCD Televisions

Sony announced its current mid-term corporate strategy—which aims to guide its efforts from fiscal year 2005 through fiscal year 2007 as it completes the transition from revitalization to enhanced growth and profitability—in September 2005. Fiscal year 2007 will be a crucial year for Sony as it strives to realize the goals it has set for achievement by the end of the period and, having completed the revitalization stage of the strategy, shifts its focus once again to profitable growth. In this strategy, the strengthening of the electronics business is highlighted as management's top priority. One strategic initiative aimed at realizing this goal is "HD World," which seeks to grow Sony's HD-related businesses into a major profit center.

In this issue of the Sony Fact Book, we feature the technologies behind BRAVIA LCD televisions, a key component of the "HD World" and a driver of growth going forward.

The New BRAVIA Lineup

To better enable people to enjoy high-resolution HD on large screens, Sony has introduced a total of 15 new models of the BRAVIA LCD television featuring Full HD panels and ranging in size from 40 to a maximum of 70 inches in Japan, thereby expanding its lineup of Full HD-compatible products.

In line with its "HD World" initiative, Sony has launched HD-compatible products in a broader range of categories than any other manufacturer. Sony's aim with the BRAVIA LCD television is to achieve a level of realism that communicates even the atmosphere of places shown. To this end, Sony is seeking technologies that ensure superb image quality by delivering outstanding color, definition and texture. Sony is also aiming to provide a wider range of dazzling viewing experiences by offering televisions that can accommodate a greater range of networks and HD content, including movies, photographs and games.



BRAVIA LCD Televisions' High-Resolution Technologies



Motionflow

Motionflow is a proprietary high frame rate technology that allows for television broadcasts to be displayed at 120 frames per second, that is, twice the standard rate of 60 frames per second.

By displaying at twice the standard frame rate, Motionflow reduces motion artifacts in high-speed sports footage for smooth, natural motion reproduction. A unique Sony algorithm responds accurately to vertical, horizontal and diagonal movement. Motionflow also automatically identifies the characteristic patterns of movie film and creates and inserts four frames between each pair of original frames. This greatly reduces the flickering contours typical of movies (generally filmed at 24 frames per second), enabling viewers to enjoy movie content with smooth clarity. In addition, Sony has added the IB Reduction function, which identifies and corrects any blurring of images caused during filming.



x.v.Color

"x.v.Color" is a trademark proposed by Sony as a designation for products that conform to xvYCC, the international standard for wide color space within moving images. BRAVIA LCD televisions are capable of reproducing a wider range of colors than conventional televisions, enabling them to accurately replicate natural colors never before possible, including vivid flower hues and the brilliant blue-green of southern oceans. This realistic color reproduction is expanding ways to enjoy video images.



Live Color Creation

Live Color Creation is a wide color gamut backlight system that enables televisions to deliver rich, natural colors.

In addition to video signal processing circuits, this backlight system, which serves as the light source, is important to the reproduction of vibrant colors in video images. Live Color Creation uses a fluorescent lamp developed exclusively by Sony, allowing it to generate pure crimson, deep green and vibrant blue—colors conventional televisions are less capable of reproducing—and enabling BRAVIA LCD televisions to express subtle color gradations.

BRAVIA LCD Televisions' Dazzling Viewing Experiences



Movie Viewing Experiences

Cinema Mode, a setting exclusively for movies developed in collaboration with Sony Pictures Entertainment, reproduces film textures and qualities as they were originally intended. BRAVIA LCD televisions also feature 24p True Cinema, a function that makes it possible to show movies originally recorded for the big screen at a rate of 24 frames per second in their original format. This eliminates the degradation of film quality that occurs when film frame rates are converted to 60 frames per second, the rate at which televisions operate, and makes it possible to enjoy a viewing experience until now only possible in a movie theater in one's own living room. In addition, the S-Force Front Sound system delivers the realistic auditory experience of the movie theater.



Photo Viewing Experiences

Photo Mode is a function exclusively for still images that makes it easy to view photographs shot on a digital camera on BRAVIA LCD televisions' large screen. BRAVIA Premium Photo delivers resolution comparable to the original photograph, as well as detailed hues and textures, on the BRAVIA LCD television screen for an enjoyable, HD high-resolution photo viewing experience unlike anything to date.



New Ways to Enjoy Using Networks

BRAVIA LCD televisions are compatible with such networking applications as Applicast, which makes it possible to look up information on the Internet while watching television, and acTVila Video, a video distribution service that offers movie, music, animation, drama and documentary videos.

BRAVIA LCD televisions also feature Sony RoomLink™, which makes it possible to stream content via a network from another room. Users can thus watch video content stored on a recording device in the living room on a television in an entirely different room, or enjoy photographs and music stored on a PC in the study on a television in the living room.

Shipments of Eighth-Generation TFT LCD Panels Begin

Sony and Samsung Electronics Co., Ltd., invested a combined total of approximately \$1.9 billion (approximately W1.8 trillion, or ¥200 billion) to construct a production line for eighth-generation amorphous thin-film transistor (TFT) LCD panels (glass substrate size: 2,200mm x 2,500mm) at joint venture S-LCD Corporation.

S-LCD began shipments of eighth-generation amorphous TFT LCD panels in August 2007. Making use of the world's largest glass substrates, the company expects to have secured an industry-leading monthly production capacity of 50,000 sheets for large TFT LCD panels by the end of 2007.

Sony will mount these Full HD panels in its 46- and 52-inch HD panel televisions with the aim of accelerating the expansion of the market for large-screen LCD televisions.

Glossary

Full HD panels

High-resolution (1,920 x 1,080-pixel) panels that reproduce Full HD (1,080i) video at the resolution (level of image detail) at which it was transmitted

"HD World"

A concept that refers to the use of Sony hardware to shoot, view, edit and otherwise manipulate movie, music and other content and experience the enjoyment of the HD experience

For detailed information on BRAVIA LCD television products, please visit Sony's Electronics Global Web site:

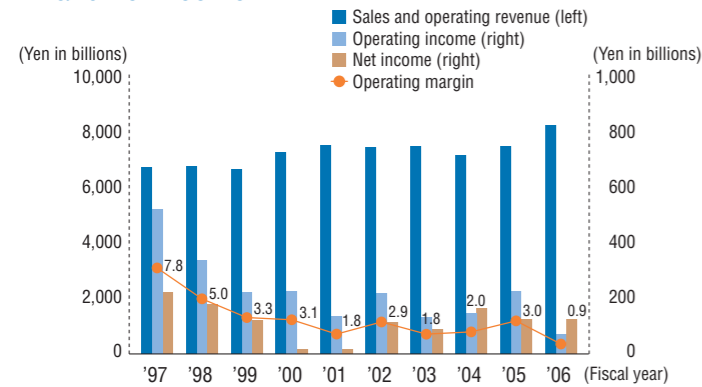
"BRAVIA"

<http://www.sony.net/electronics>

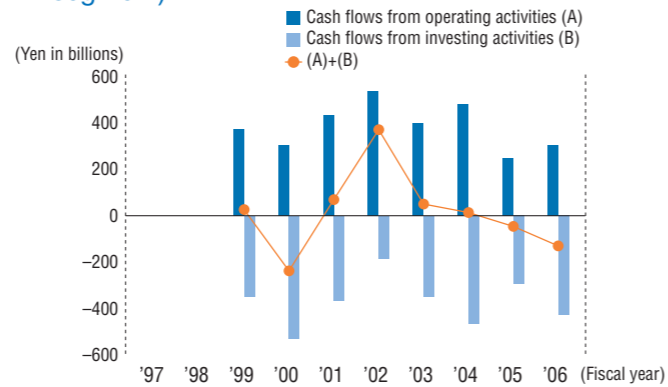


Key Consolidated Financial Data

1 Sales and operating revenue, operating income and net income

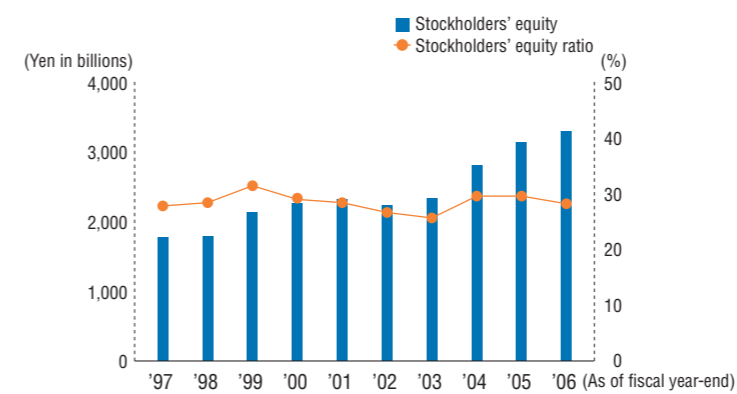


2 Cash flows (Sony excluding the Financial Services segment)

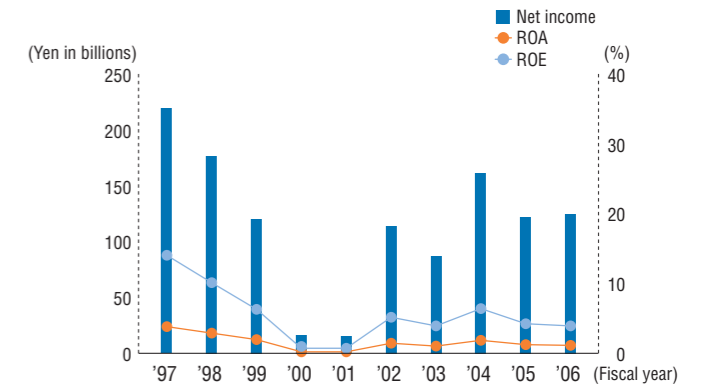


Note: Because the Financial Services segment is different in nature from Sony's other operating segments, Sony has disclosed cash flows excluding the Financial Services segment since fiscal year 1999.

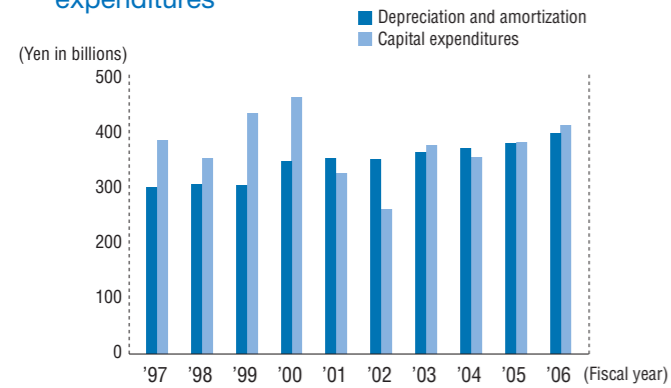
1 Stockholders' equity



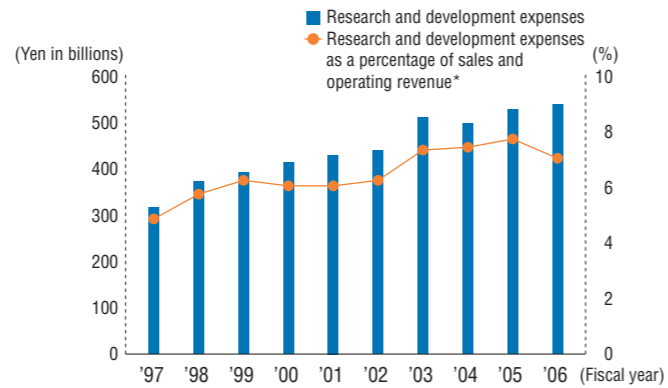
2 Net income, ROA and ROE



3 Depreciation and amortization and capital expenditures

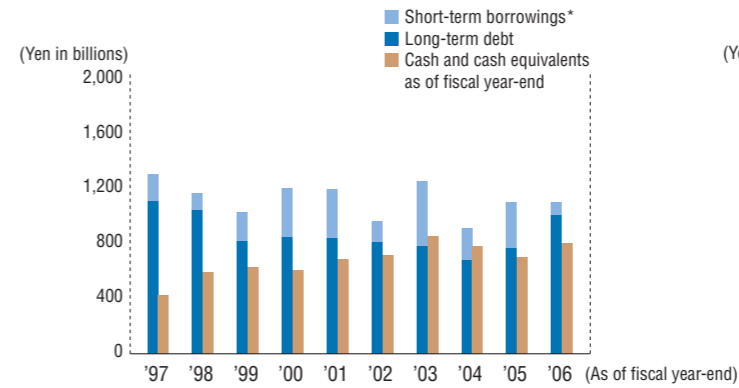


4 Research and development expenses



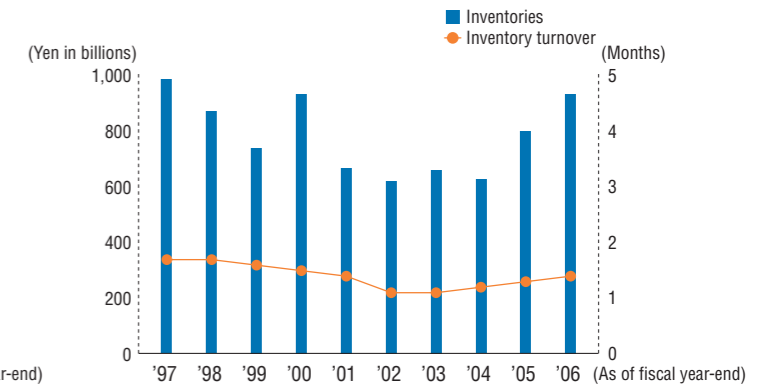
* "Sales and operating revenue" excludes Financial Services segment revenue and other operating revenue portions of consolidated sales and operating revenue.

3 Interest-bearing liabilities



* Does not include the current portion of long-term debt

4 Inventories and inventory turnover



Fiscal year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
1 Sales and operating revenue	6,761,004	6,804,182	6,686,661	7,314,824	7,578,258	7,506,008	7,530,635	7,191,325	7,510,597	8,295,695
Operating income	525,724	338,061	223,204	225,346	134,631	217,815	133,146	145,628	226,416	71,750
Net income	222,068	179,004	121,835	16,754	15,310	115,519	88,511	163,838	123,616	126,328
Operating margin (%)	7.8	5.0	3.3	3.1	1.8	2.9	1.8	2.0	3.0	0.9
Income before income taxes	459,263	377,691	264,310	265,868	92,775	247,621	144,067	157,207	286,329	102,037
Equity in net income (loss) of affiliated companies, net	(5,514)	(9,563)	(37,830)	(44,455)	(34,472)	(44,690)	1,714	29,039	13,176	78,654
2 Cash flows from operating activities*	—	—	376,603	305,218	436,059	544,051	401,090	485,439	251,975	305,571
Cash flows from investing activities*	—	—	(351,041)	(534,637)	(368,951)	(185,883)	(352,496)	(472,119)	(296,376)	(431,086)
3 Depreciation and amortization	301,665	307,173	306,505	348,268	354,135	351,925	366,269	372,865	381,843	400,009
Capital expenditures	387,955	353,730	435,887	465,209	326,734	261,241	378,264	356,818	384,347	414,138
4 Research and development expenses	318,044	375,314	394,479	416,708	433,214	443,128	514,483	502,008	531,795	543,937
Research and development expenses as a percentage of sales and operating revenue** (%)	4.9	5.8	6.3	6.1	6.1	6.3	7.4	7.5	7.8	7.1
Average exchange rate (Yen/U.S. dollar)	122	127	111	110	124	121	112	107	112	116
Average exchange rate (Yen/Euro)			114	99	109	120	131	134	136	149
Number of employees	163,000	185,200	189,700	181,800	168,000	161,100	162,000	151,400	158,500	163,000

* Sony has disclosed cash flows excluding the Financial Services segment since fiscal year 1999.

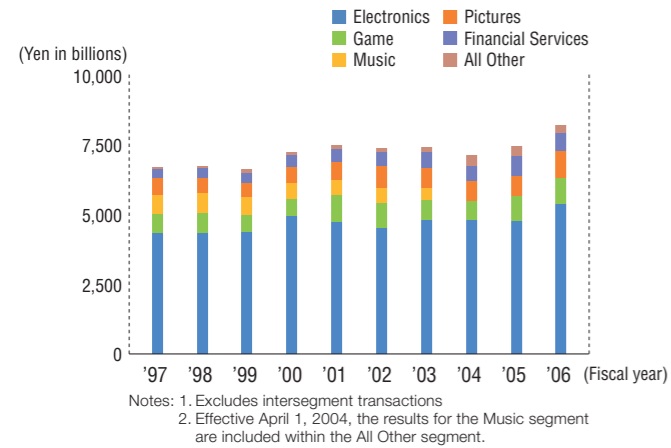
** "Sales and operating revenue" excludes Financial Services segment revenue and other operating revenue portions of consolidated sales and operating revenue.

Fiscal year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Total assets	6,403,043	6,299,053	6,807,197	7,827,966	8,185,795	8,370,545	9,090,662	9,499,100	10,607,753	11,716,362
1 Stockholders' equity	1,815,555	1,823,665	2,182,906	2,315,453	2,370,410	2,280,895	2,378,002	2,870,338	3,203,852	3,370,704
Stockholders' equity ratio (%)	28.4	29.0	32.1	29.6	29.0	27.2	26.2	30.2	30.2	28.8
2 Net income	222,068	179,004	121,835	16,754	15,310	115,519	88,511	163,838	123,616	126,328
ROA (%)	3.7	2.8	1.9	0.2	0.2	1.4	1.0	1.8	1.2	1.1
ROE (%)	13.6	9.8	6.1	0.7	0.7	5.0	3.8	6.2	4.1	3.8
3 Short-term borrowings*	199,411	128,702	214,935	356,373	354,063	158,745	475,017	230,266	336,321	95,461
Long-term debt	1,104,420	1,037,460	813,828	843,687	838,617	807,439	777,649	678,992	764,898	1,001,005
Cash and cash equivalents as of fiscal year-end	423,286	592,210	626,064	607,245	683,800	713,058	849,211	779,103	703,098	799,899
4 Inventories	993,927	877,898	746,550	942,876	673,437	625,727	666,507	631,349	804,724	940,875
Inventory turnover (months)	1.7	1.7	1.6	1.5	1.4	1.1	1.1	1.2	1.3	1.4

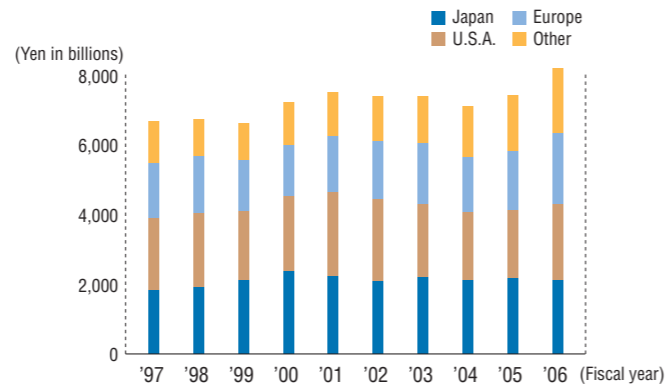
* Includes the current portion of long-term debt

ROA (Return on assets) = Net income/Average total assets
ROE (Return on equity) = Net income/Average stockholders' equity
Inventory turnover = Average inventories/(Net sales/12)

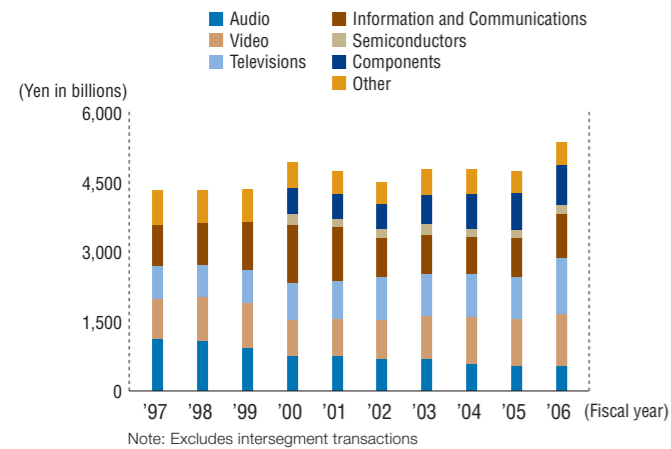
1 Sales and operating revenue by business segment



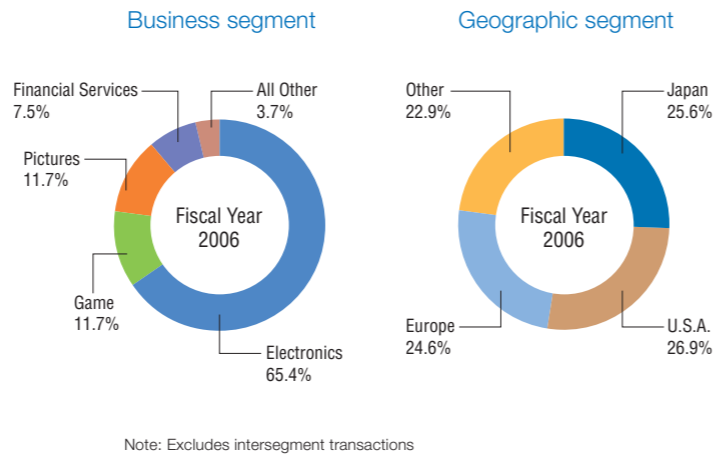
2 Sales and operating revenue by geographic segment



3 Electronics sales and operating revenue to customers by product category



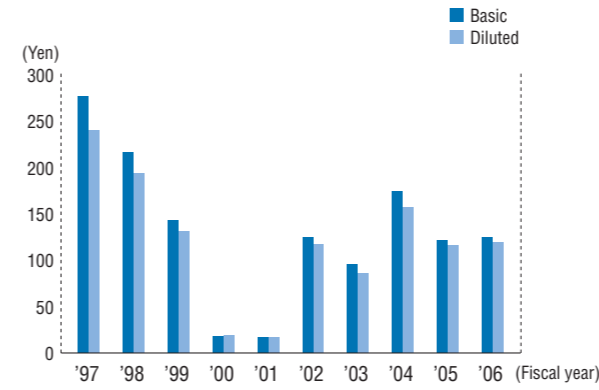
4 Breakdown of sales and operating revenue



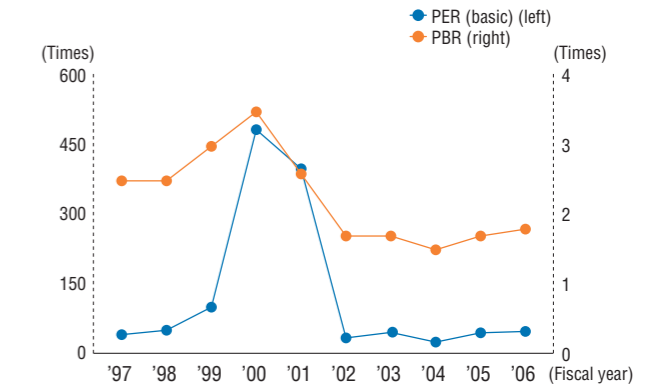
Fiscal year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
1 Sales and operating revenue by business segment*										
Electronics	4,380,084	4,356,254	4,395,906	4,982,432	4,772,550	4,543,313	4,838,268	4,835,980	4,782,173	5,421,384
Game	699,574	760,071	630,662	646,147	986,529	936,274	753,732	702,524	918,252	974,218
Music**	658,381	717,297	665,047	571,003	541,418	512,908	409,487	—	—	—
Pictures	644,183	545,956	494,332	555,227	635,841	802,770	756,370	733,677	745,859	966,260
Financial Services	291,061	339,368	380,317	447,147	480,190	509,398	565,752	537,715	720,566	624,282
All Other**	87,721	85,236	120,397	112,868	161,730	168,970	172,782	381,429	343,747	309,551
Total	6,761,004	6,804,182	6,686,661	7,314,824	7,578,258	7,473,633	7,496,391	7,191,325	7,510,597	8,295,695
2 Sales and operating revenue by geographic segment										
Japan	1,848,023	1,917,028	2,121,249	2,400,777	2,248,115	2,093,880	2,220,747	2,132,462	2,203,812	2,127,841
Overseas	4,912,981	4,887,154	4,565,412	4,914,047	5,330,143	5,379,753	5,275,644	5,058,863	5,306,785	6,167,854
U.S.A.	2,101,222	2,158,006	2,027,129	2,179,833	2,461,523	2,403,946	2,121,110	1,977,310	1,957,644	2,232,453
Europe	1,568,830	1,667,010	1,470,447	1,473,780	1,609,111	1,665,976	1,765,053	1,612,576	1,715,775	2,037,658
Other	1,242,929	1,062,138	1,067,836	1,260,434	1,259,509	1,309,831	1,389,481	1,468,977	1,633,366	1,897,743
Total	6,761,004	6,804,182	6,686,661	7,314,824	7,578,258	7,473,633	7,496,391	7,191,325	7,510,597	8,295,695
3 Electronics sales and operating revenue to customers by product category										
Audio	1,127,788	1,072,621	934,865	756,393	747,469	682,517	675,496	571,864	536,187	522,879
Video	870,854	969,129	976,705	791,465	806,401	851,064	949,261	1,036,328	1,021,325	1,143,120
Televisions	709,043	702,620	714,188	797,618	842,388	950,166	925,501	921,195	927,769	1,226,971
Information and Communications	894,810	914,140	1,052,707	1,260,531	1,167,328	836,724	834,757	816,150	842,537	950,461
Semiconductors	—	—	—	237,668	182,276	204,710	253,237	184,235	172,249	205,757
Components	—	—	—	569,478	525,568	527,782	623,799	751,097	800,716	852,981
Other	777,589	697,744	717,441	569,279	501,120	490,350	576,217	555,111	481,390	519,215
Total	4,380,084	4,356,254	4,395,906	4,982,432	4,772,550	4,543,313	4,838,268	4,835,980	4,782,173	5,421,384

* Excludes intersegment transactions
** Effective April 1, 2004, the results for the Music segment are included within the All Other segment.

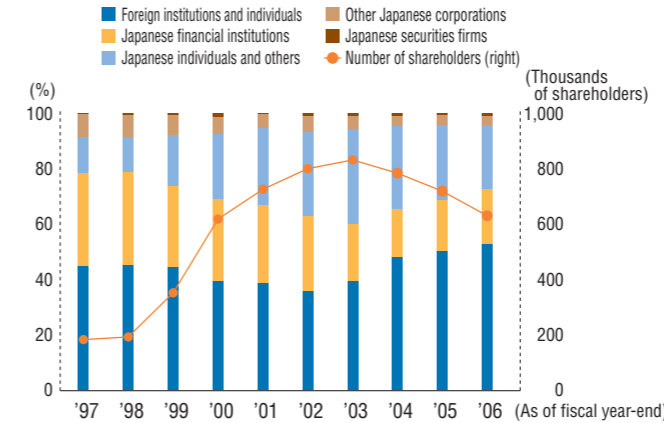
1 Net income per share



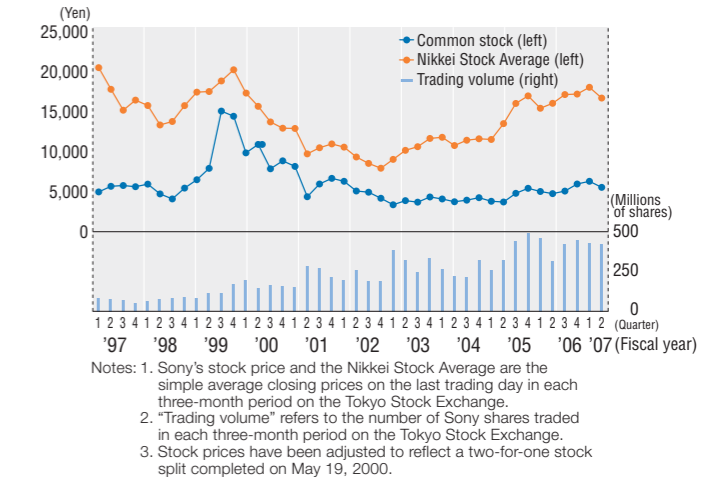
2 PER and PBR



3 Number of shareholders and ownership and distribution of shares



4 Stock price range and trading volume on the Tokyo Stock Exchange



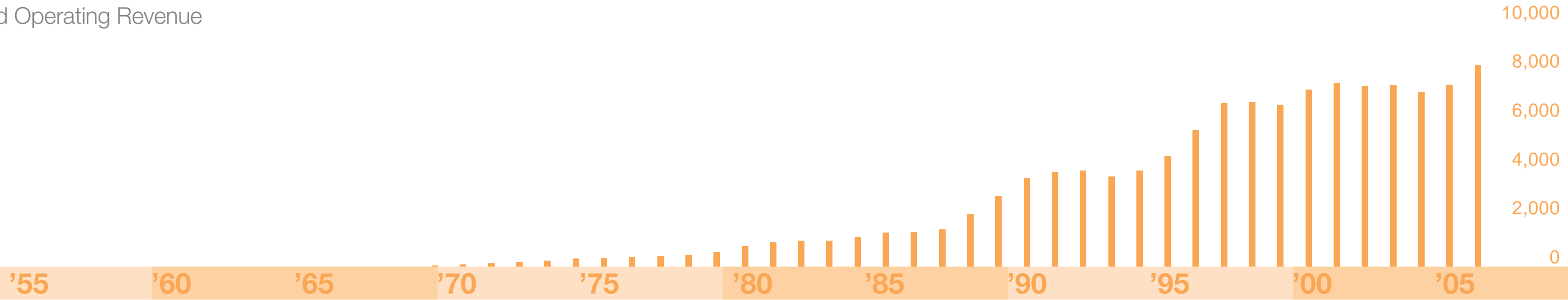
Fiscal year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
1 Net income per share										
—Basic (Yen)	278.9	218.4	144.6	18.3	16.7	125.7	96.0	175.9	122.6	126.2
—Diluted (Yen)	241.7	195.5	131.7	19.3	16.7	118.2	91.0	158.1	116.9	120.3
2 PER (basic) (times)	40.5	50.1	100.3	486.3	401.2	33.4	45.4	24.3	44.5	47.5
PER (diluted) (times)	46.8	56.0	110.1	461.1	401.2	35.5	48.0	27.0	46.6	49.8
PBR (times)	2.5	2.5	3.0	3.5	2.6	1.7	1.7	1.5	1.7	1.8
4 Stock price (closing) (Yen)	5,650	5,475	14,500	8,900	6,700	4,200	4,360	4,270	5,450	5,990
Nikkei Stock Average (Yen)	16,527	15,836	20,337	12,999	11,024	7,972	11,715	11,668	17,059	17,287
Number of shares outstanding as of fiscal year-end	407,195,271	410,439,111	453,639,163	919,617,134	919,744,355	922,385,176	926,418,280	997,211,213	1,001,679,664	1,002,897,264
Market capitalization as of fiscal year-end (Yen in millions)	2,300,653	2,247,154	6,577,768	8,184,592	6,162,287	3,874,018	4,039,184	4,258,092	5,459,154	6,007,355
Cash dividends applicable to the year (Yen)	30	25	25	25	25	25	25	25	25	25
Number of shareholders	183,720	193,357	352,336	617,888	725,124	799,615	830,988	783,263	718,449	630,554
Ownership and distribution of shares (%)										
Foreign institutions and individuals	45.0	45.1	44.5	39.6	38.7	35.8	39.4	48.1	50.1	52.7
Japanese financial institutions	33.4	33.5	29.0	29.4	28.2	27.0	20.7	17.2	18.5	19.8
Japanese individuals and others	12.7	12.9	18.7	23.5	27.4	30.5	34.0	30.0	27.0	23.1
Other Japanese corporations	8.3	7.9	7.0	6.0	5.2	5.6	4.8	3.7	3.5	3.3
Japanese securities firms	0.6	0.6	0.8	1.5	0.5	1.1	1.1	1.0	0.9	1.1

Notes: 1. Stock prices have been adjusted to reflect a two-for-one stock split completed on May 19, 2000.
2. On June 20, 2001, Sony issued 3,072,000 shares of tracking stock in a subsidiary. This stock is included in calculations for ownership and distribution of shares and number of shareholders.
PER (price-earnings ratio) = Closing prices for fiscal year/EPS PBR (price book-value ratio) = Closing prices for fiscal year/Stockholders' equity per share

Sony Group Milestones

Sales and Operating Revenue

(Yen in billions)



1955

Japan's first transistor radio (TR-55)



1968

Trinitron color television (KV-1310)



1960

The world's first non-projection type all-transistor television (TV8-301)



1979

Sony Walkman® (TPS-L2) portable cassette player



1968

CBS/Sony Records Inc. is established (currently Sony Music Entertainment (Japan) Inc.).

1979

Sony Prudential Life Insurance Co., Ltd., is established (currently Sony Life Insurance Co., Ltd.).

1982

Betacam-format camcorder for broadcast use (BVW-1)



1982

CD Player (CDP-101)



1994

PlayStation® (SCPH-1000)



1989

Handycam® (CCD-TR55) compact, lightweight "passport-sized" 8mm camcorder



1989

Sony acquires Columbia Pictures Entertainment, Inc. (currently Sony Pictures Entertainment Inc.).



1997

VAIO™ series of personal computers for consumer use



2000

PlayStation®2 (SCPH-10000)



2005

BRAVIA™ series of flat panel televisions

1998

Sony Insurance Planning Inc. is established (currently Sony Assurance Inc.).

1988

Sony acquires CBS Records Inc. (currently SONY BMG MUSIC ENTERTAINMENT).

1993

Sony Computer Entertainment Inc. is established.

2001

Sony Bank Inc. is established.