

SONY

Corporate Data

Company Name: Sony Corporation

Headquarters: 7-1, Konan 1-chome, Minato-ku,
Tokyo 108-0075, Japan

Phone: 81-(0)3-6478-2111

Founded: May 7, 1946

Capital: 625,305,015,992 yen (as of December 31, 2006)

Fiscal Year: April 1 through March 31 of the following year

Stock Exchange Listings: Tokyo, Osaka, New York, London

Sony Corporation Investor Relations

Phone: 81-(0)3-6478-2111

E-mail: kabu-net@hqsr.sony.co.jp

Web site: <http://www.sony.net/IR/>

**Research and Development:
Supporting Sony's Growth Strategies**

Fact Book 2006

Third Quarter
Fiscal Year 2006

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Financial Highlights

(Yen in billions)	1st quarter		2nd quarter		3rd quarter		4th quarter		Full year	
(Fiscal year)	2005	2006	2005	2006	2005	2006	2005	2006	2005	2006
Sales and operating revenue*	1,568.1	1,744.2	1,711.6	1,854.2	2,375.1	2,607.7	1,855.7		7,510.6	
Operating income (loss)	(6.6)	27.0	74.6	(20.8)	210.3	178.9	(51.9)		226.4	
Income (loss) before income taxes	12.9	54.0	95.4	(26.1)	225.9	179.8	(47.9)		286.3	
Equity in net income (loss) of affiliated companies, net	(9.1)	3.6	(2.6)	19.7	19.5	43.0	5.4		13.2	
Net income (loss)	(7.3)	32.3	28.5	1.7	168.9	159.9	(66.5)		123.6	
Restructuring charges**	15.9	10.7	32.9	5.3	14.7	(0.3)	75.3		138.7	
Net income (loss) per share of common stock (Yen)										
—Basic	(8.68)	32.25	28.63	1.68	169.36	159.70	(66.48)		122.58	
—Diluted	(8.68)	30.75	27.32	1.60	161.60	152.49	(66.48)		116.88	
Average exchange rate (Yen/U.S. dollar)	107	113	110	115	116	117	116		112	
Average exchange rate (Yen/Euro)	134	142	134	147	138	150	139		136	

* Effective from April 2006, patent and license fees, previously included in other operating revenue, are included in sales and operating revenue.

** Restructuring charges are included in operating costs.

Note: Financial statements for fiscal year 2005 have been made to conform to the presentation for fiscal year 2006.

Operating Highlights for the Third Quarter

Consolidated sales and operating revenue for the third quarter of fiscal year 2006 rose 10% compared with the third quarter of fiscal year 2005, a new quarterly record. This increase was due to favorable sales in the Electronics, Pictures and Game segments and occurred despite a decline in revenue in the Financial Services segment. Although operating income increased in the Electronics segment and the performance of the Pictures segment improved significantly, consolidated operating income declined 15%, reflecting an operating loss in the Game segment from the launch of PLAYSTATION®3 (PS3) and a decrease in operating income in the Financial Services segment. The Electronics segment broke quarterly sales and operating income records as sales advanced 17% and operating income more than doubled.

Topics

Owing to an expanded lineup of full 1920 × 1080 high-definition models, sales of BRAVIA™ liquid crystal display (LCD) televisions remained favorable.

In the Game segment, PS3 shipments topped 2 million units in the approximately two months following its November launch in Japan and the United States, the fastest ramp-up of any Sony game platform to date.

In the Pictures segment, the DVD release of *The Da Vinci Code* and the theatrical release of *Casino Royale* were major hits.

Sony Ericsson Mobile Communications AB set a quarterly results record and expanded its market share, achieving No. 3 share of the global mobile handset market in terms of quarterly sales.



Sony Ericsson

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 music business); (iv) Sony's ability to recoup large-scale investment 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 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) 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; and (ix) the success of Sony's joint ventures and alliances. Risks and uncertainties also include the impact of any future events with material unforeseen 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 2006 earnings are shown. This information is merely provided for convenience in understanding earnings trends.

New Products



Digital High-Definition Handycam® HDR-UX7 (left), HDR-UX5 (center), HDR-HC7 (right)

These are the world's first digital camcorders to feature x.v.Color* and enable users to record high-resolution video and still images. The HDR-UX7 and the HDR-HC7 feature the Sony ClearVid CMOS Sensor™. The HDR-UX series employs the AVCHD format, which supports 8cm DVD media, while the HDR-HC7 is capable of recording high-definition video on MiniDV cassettes.

* x.v.Color is a brand name and logo developed for Sony products that conform to xvYCC, the international standard for wide color space within moving images.



Personal Communicator "mylo" COM-1

The mylo personal communicator* is a small, portable device that allows people to access the Internet in wireless LAN environments, enabling them to browse web sites and enjoy communicating by chatting and making Internet-based phone calls.

* The mylo personal communicator is available online at SonyStyle.com, Sony Style stores and affiliated retailers.



"VAIO" Extension Line by VAIO

The VGX-TP1 Living Room PC (left), which connects to a TV, offers a whole new approach to video entertainment by enabling users to enjoy digital content stored on their PC more easily, while the VGF-WA1 (right) is a Wi-Fi audio system that allows users to play digital audio files stored on a PC anywhere in the house.

Research and Development: Supporting Sony's Growth Strategies

In Sony's mid-term corporate strategy, which was announced on September 22, 2005, the strengthening of the electronics business is highlighted as management's top priority. One initiative aimed at realizing this goal is "HD World," which seeks to grow Sony's HD-related business into a major profit center. Strengthening technologies and product appeal is a major element of Sony's efforts to revitalize its electronics business and implement future growth strategies, and the R&D to support such efforts will remain crucial over the medium to long term.

In this issue of the Sony Fact Book, we feature R&D efforts that will support Sony's future growth strategies.

Areas of Concentration in R&D

Sony has identified four areas in which it will concentrate R&D investment: platforms for home and mobile electronics; semiconductor technologies, from which Sony products derive their distinctive, value-added features; device technologies; and software technology. To strengthen platforms for home and mobile electronics, Sony is focusing on technologies essential to products that support high definition (HD) content. In particular, Sony is endeavoring to accelerate product development by gaining efficiencies in designing system large-scale integrated circuits (LSIs), the core components of such products.

In semiconductors, Sony is developing technologies for electronics applications for Cell, a high-performance processor and key focus of recent R&D investment. In the area of image sensors, Sony is reinforcing its technological capabilities in CMOS image sensors (CISs) with the aim of becoming the market leader, a position it already enjoys in the area of charged-coupled device (CCD) image sensors.

In device technologies, Sony is concentrating on Blu-ray Disc-related technologies, particularly blue-violet laser diodes, as part of its effort to realize the "HD World" concept, a major Sony initiative, and organic electroluminescent (EL) materials, much anticipated for use in next-generation displays.

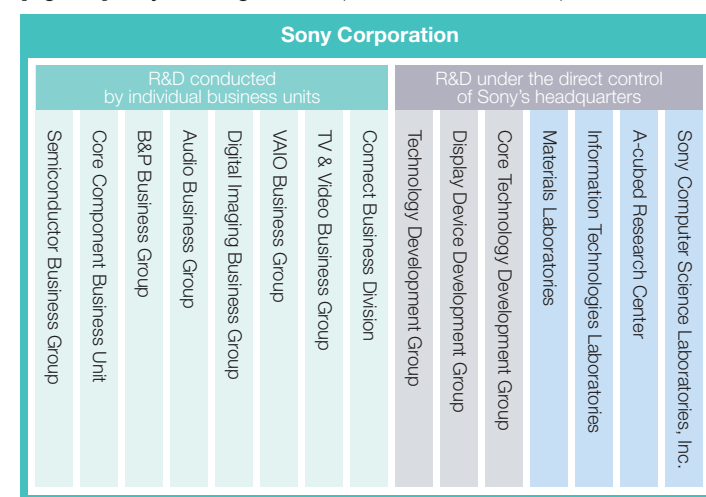
In the area of software technology, Sony bolstered its development capabilities for middleware that enhances the interconnectivity of electronics products and offers better user interfaces, as well as for application programs, codecs (coders/decoders) and digital rights management (DRM) software.

R&D Organization

Sony's R&D organization, which is under the direct control of Sony's headquarters, consists of three development groups and four research centers [Figure 1].

The principal tasks of each part of Sony's R&D organization are as follows:

[Figure 1] Sony R&D Organization (As of December 1, 2006)



- Technology Development Group
Development of common element technologies and cultivation of businesses based on newly launched products
- Display Device Development Group
Development of next-generation display technologies
- Core Technology Development Group
Development of next-generation device technologies
- Materials Laboratories
R&D in the areas of advanced materials and device technologies aimed at the creation of new businesses
- Information Technologies Laboratories
R&D in the area of information technologies aimed at the creation of differentiated products
- A-cubed Research Center
R&D in the area of image signal processing technologies
- Sony Computer Science Laboratories, Inc.
Forward-looking basic research

R&D in technologies for organic EL materials, a key area of concentration, is conducted by the Display Device Development Group, while software technology is handled by the Technology Development Group. In addition to these groups and laboratories, which are administered directly by Sony's headquarters, individual business groups conduct advanced R&D.

Sony uses the advanced technologies developed by its headquarters and individual business groups to create products capable of eliciting customer excitement.

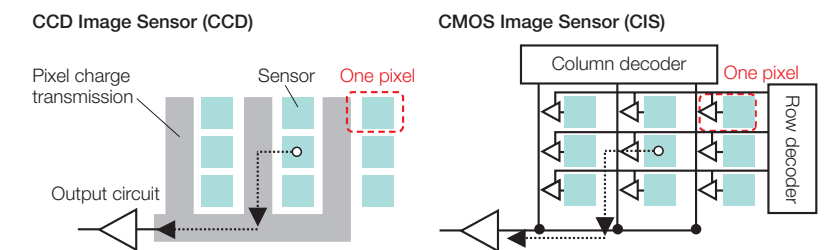
R&D Achievement: CMOS Image Sensors

A major breakthrough emerging from Sony in recent years has been the CMOS image sensor (CIS) technologies—announced to great acclaim in February 2006—which have redefined the fundamental concept behind cameras.

Used extensively in digital cameras and mobile phones, CISs rank alongside CCDs as the most prevalent solid state image sensing devices in use today. As with LSI chips for digital audiovisual applications, CISs are primarily manufactured using CMOS process technologies and thus offer such merits as low power consumption and high-speed operation. While CISs have been available in principle since the latter half of the 1960s, the practical application of CCDs capable of delivering high image quality resulted in CCDs emerging as the dominant technology. In the mid- to late 1990s, however, advances in microfabrication and noise reduction technologies elevated the performance of CISs close to that of CCDs, once again drawing attention to CISs.

In a CIS, photodiodes* convert captured light into electric charges. Accumulated charges are read as electronic signals and then amplified and output in each pixel. In a CCD, pixel charges are transmitted without amplification—somewhat like the bucket in a bucket brigade—to output circuits, where they are converted into signal voltage, then amplified and output [Figure 2]. Due to rapid technological advances in recent years, the advantages offered by CISs, described below, are expected to expand applications.

[Figure 2] Basic Sensor Mechanisms



Advantages Offered by CISs

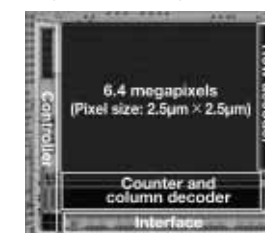
- Signal amplification and transmission using CMOS transistors take place within the pixels. This limits susceptibility to noise and facilitates the high-speed readout of electric charges as voltage.
- Each individual pixel has its own charge-to-voltage conversion and amplification, thereby minimizing power consumption.
- Signal output is independent of pixel distribution, making it possible to adapt readout format to accommodate different applications.
- The use of CMOS processes facilitates on-chip circuit integration, fueling expectations for use as system LSIs.

CCDs are suited for use as solid-state image sensing devices for applications requiring small devices and high pixel counts. In contrast, CISs are appropriate for applications where high-speed and low power consumption are sought, characteristics that are likely to support further growth in demand going forward.

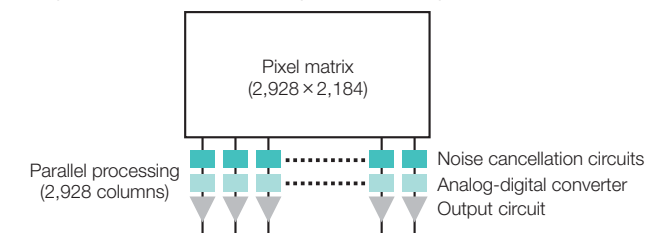
At the International Solid-State Circuits Conference (ISSCC) in February 2006, Sony presented the performance of a prototype CIS that can output 6.4 megapixels of image data at a speed of up to 60 frames per second (approximately 3.8 gigabits/second) [Figure 3]. This exceeds the data output speed of digital cinema (4,096 × 2,160 pixels, or approximately 2.5 gigabits/second), making it possible to take a still shot of a moving image—for example, a golf swing without blurring. The outstanding output speed of this CIS was made possible by integrating an analog-digital converter within each column and processing using a column-inline dual-CDS** noise cancellation architecture [Figure 4].

Unique features of this CIS include the zigzag distribution of the pixels and the structure, which uses transistors shared by four pixels [Figure 5]. This increases the focal length and size of the aperture, thereby enhancing brightness and resolution. In addition, the speed enables seamless switching from moving to still images, meaning no interruption of moving pictures. Such capabilities amply reinforce the view that without a doubt this imaging sensor will lead the world of digital imaging in coming years.

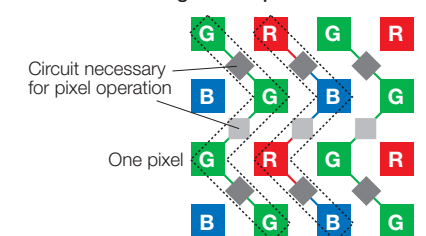
[Figure 3] Prototype Chip



[Figure 4] Column-Parallel Signal Processing



[Figure 5] A Zigzag-Shaped 4-Pixel Sharing Technique



Glossary

* Photodiode: A semiconductor device used to detect light and generate electromotive force

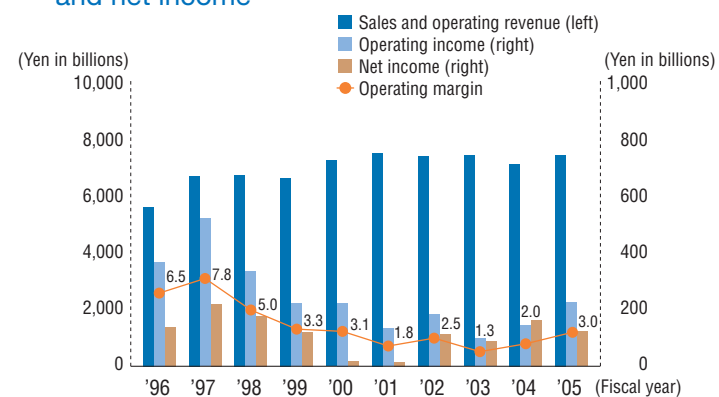
** CDS: Acronym for Correlated Double Sampling, a signal processing method designed to eliminate noise whereby two signals are sampled simultaneously, and processing is correlated according to, for example, the difference between them

For more information, please visit Sony's web site:

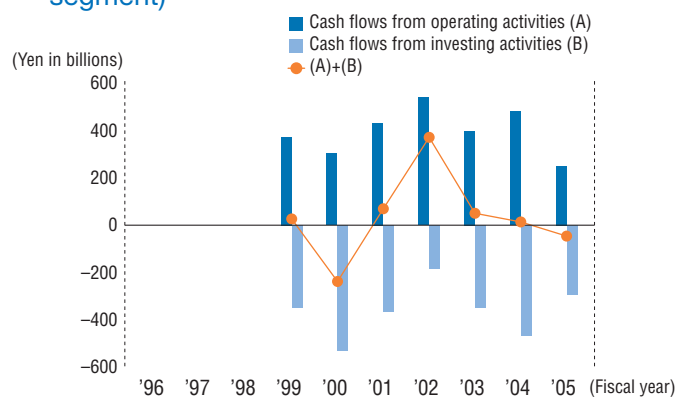
http://www.sony.net/Products/SC-HP/cx_news/vol47/pdf/imx017cqe.pdf

Key Consolidated Financial Data

1 Sales and operating revenue, operating income and net income

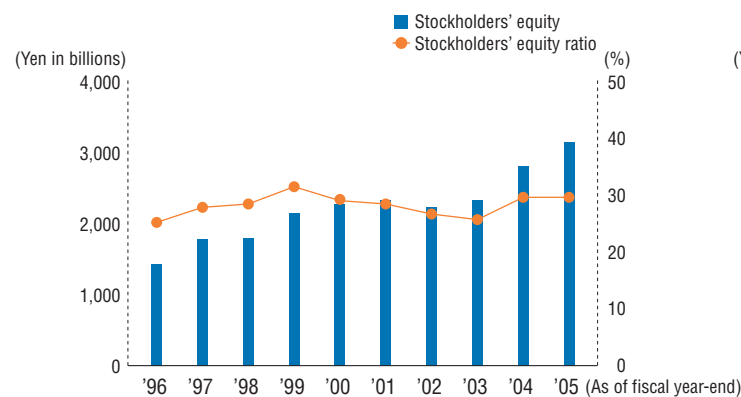


2 Cash flows (Sony excluding the Financial Services segment)

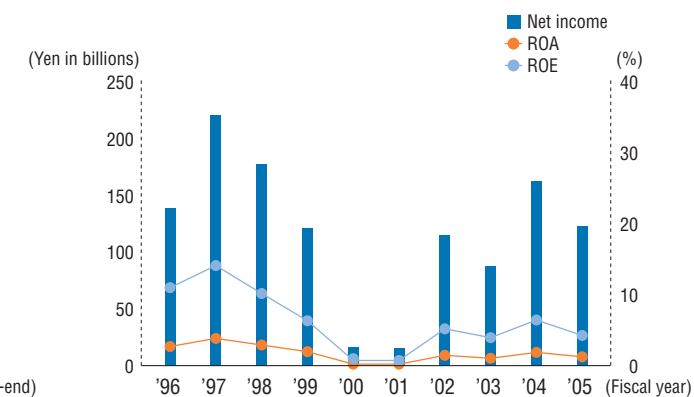


Note: Because the Financial Services segment is different in nature from Sony's other operating segments, Sony has disclosed cash flows excluding the Financial Services segment since fiscal year 1999.

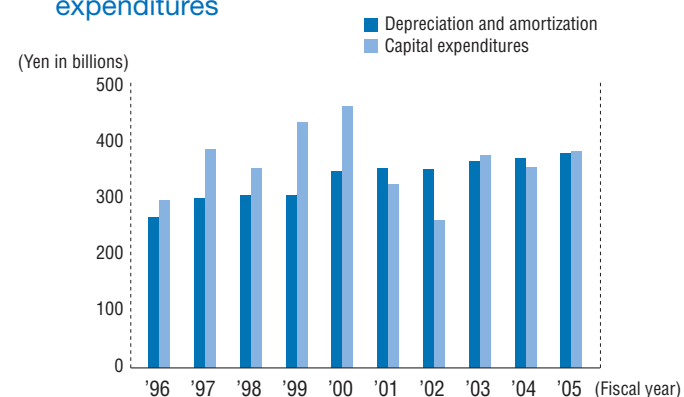
1 Stockholders' equity



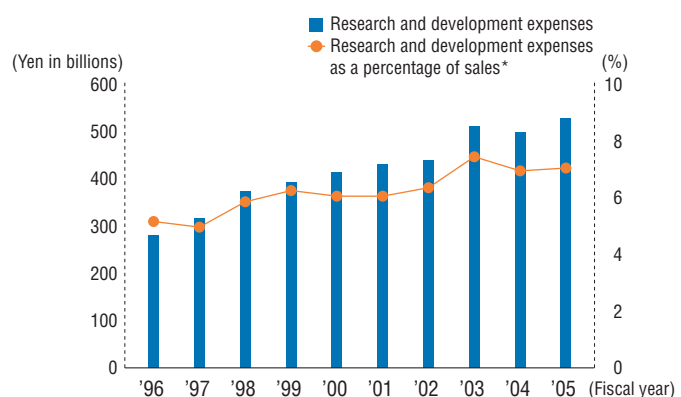
2 Net income, ROA and ROE



3 Depreciation and amortization and capital expenditures

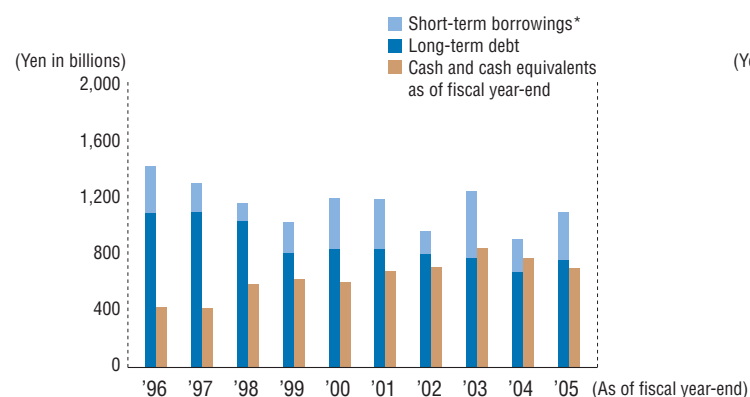


4 Research and development expenses



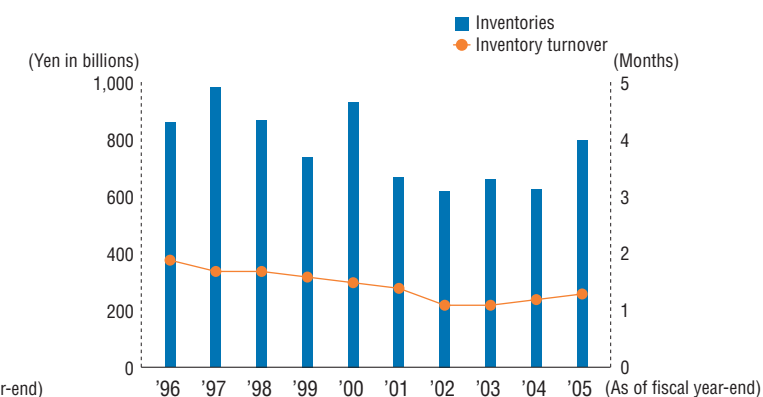
* "Sales" excludes Financial Services segment revenue and other operating revenue portions of consolidated sales and operating revenue.

3 Interest-bearing liabilities



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

4 Inventories and inventory turnover



Fiscal year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
1 Sales and operating revenue	5,663,134	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
Operating income	370,330	525,724	338,061	223,204	225,346	134,631	185,440	98,902	145,628	226,416
Net income	139,460	222,068	179,004	121,835	16,754	15,310	115,519	88,511	163,838	123,616
Operating margin (%)	6.5	7.8	5.0	3.3	3.1	1.8	2.5	1.3	2.0	3.0
Income before income taxes	312,429	459,263	377,691	264,310	265,868	92,775	247,621	144,067	157,207	286,329
Equity in net income (loss) of affiliated companies, net	9,399	(5,514)	(9,563)	(37,830)	(44,455)	(34,472)	(44,690)	1,714	29,039	13,176
2 Cash flows from operating activities*	—	—	—	376,603	305,218	436,059	544,051	401,090	485,439	251,975
Cash flows from investing activities*	—	—	—	(351,041)	(534,637)	(368,951)	(185,883)	(352,496)	(472,119)	(296,376)
3 Depreciation and amortization	266,532	301,665	307,173	306,505	348,268	354,135	351,925	366,269	372,865	381,843
Capital expenditures	298,078	387,955	353,730	435,887	465,209	326,734	261,241	378,264	356,818	384,347
4 Research and development expenses	282,569	318,044	375,314	394,479	416,708	433,214	443,128	514,483	502,008	531,795
Research and development expenses as a percentage of sales** (%)	5.2	5.0	5.9	6.3	6.1	6.1	6.4	7.5	7.0	7.1
Average exchange rate (Yen/U.S. dollar)	112	122	127	111	110	124	121	112	107	112
Average exchange rate (Yen/Euro)				114	99	109	120	131	134	136
Number of employees	151,000	163,000	185,200	189,700	181,800	168,000	161,100	162,000	151,400	158,500

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

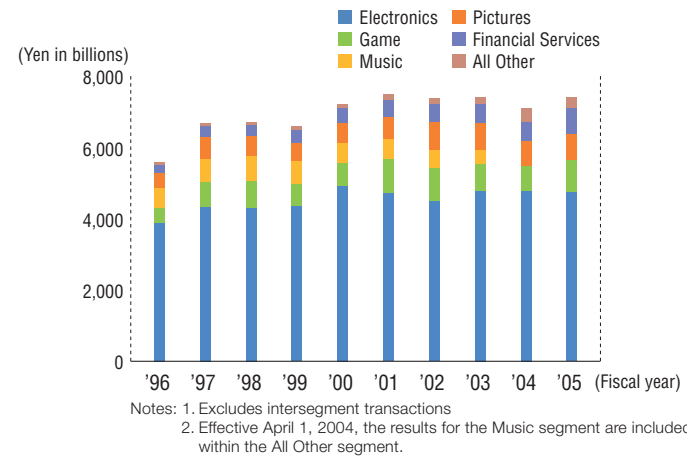
** "Sales" excludes Financial Services segment revenue and other operating revenue portions of consolidated sales and operating revenue.

Fiscal year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Total assets	5,680,246	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
1 Stockholders' equity	1,459,332	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
Stockholders' equity ratio (%)	25.7	28.4	29.0	32.1	29.6	29.0	27.2	26.2	30.2	30.2
2 Net income	139,460	222,068	179,004	121,835	16,754	15,310	115,519	88,511	163,838	123,616
ROA (%)	2.6	3.7	2.8	1.9	0.2	0.2	1.4	1.0	1.8	1.2
ROE (%)	10.6	13.6	9.8	6.1	0.7	0.7	5.0	3.8	6.2	4.1
3 Short-term borrowings*	328,116	199,411	128,702	214,935	356,373	354,063	158,745	475,017	230,266	336,321
Long-term debt	1,099,765	1,104,420	1,037,460	813,828	843,687	838,617	807,439	777,649	678,992	764,898
Cash and cash equivalents as of fiscal year-end	428,518	423,286	592,210	626,064	607,245	683,800	713,058	849,211	779,103	703,098
4 Inventories	869,800	993,927	877,898	746,550	942,876	673,437	625,727	666,507	631,349	804,724
Inventory turnover (months)	1.9	1.7	1.7	1.6	1.5	1.4	1.1	1.1	1.2	1.3

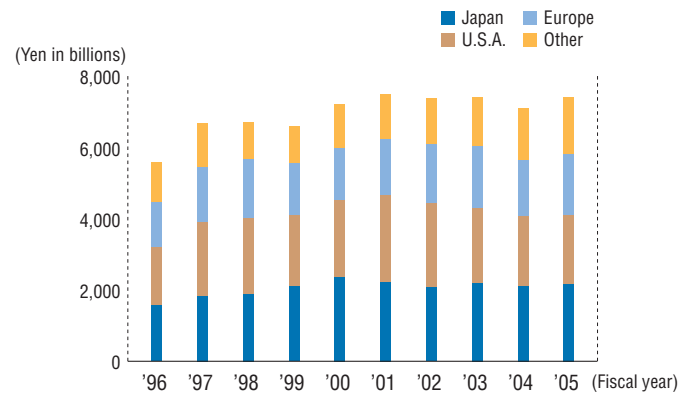
* Does not include the current portion of long-term debt

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

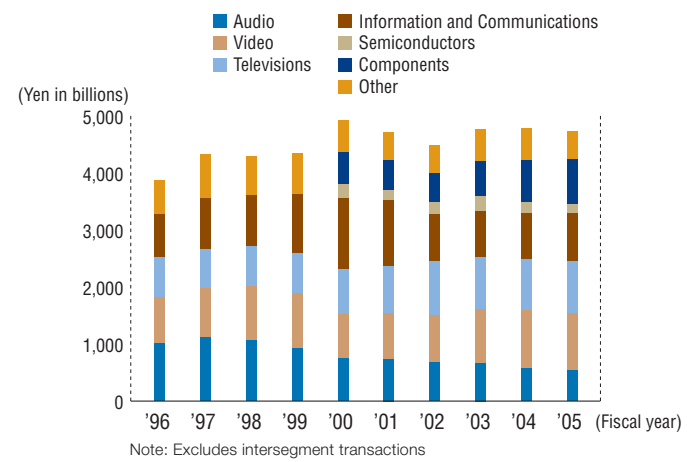
1 Sales and operating revenue by business segment



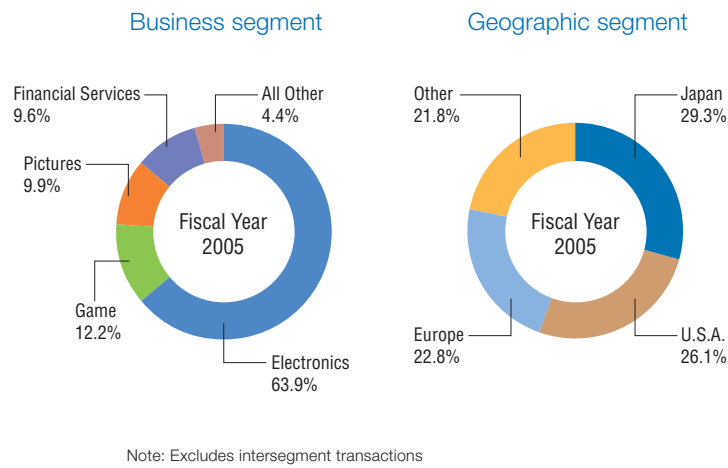
2 Sales and operating revenue by geographic segment



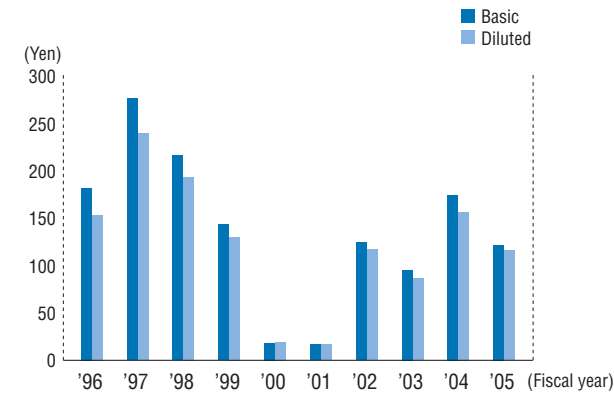
3 Electronics sales and operating revenue to customers by product category



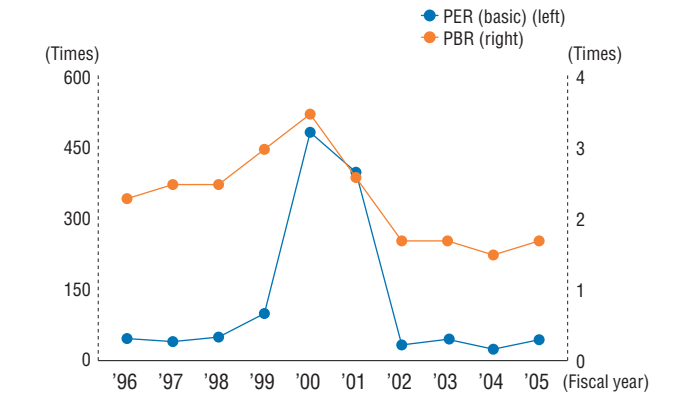
4 Breakdown of sales and operating revenue



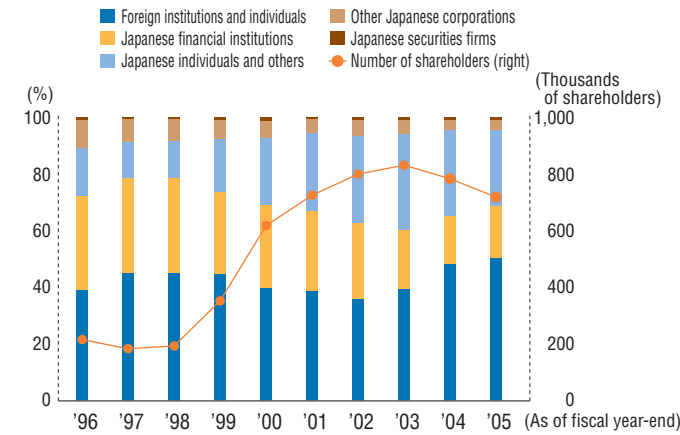
1 Net income per share



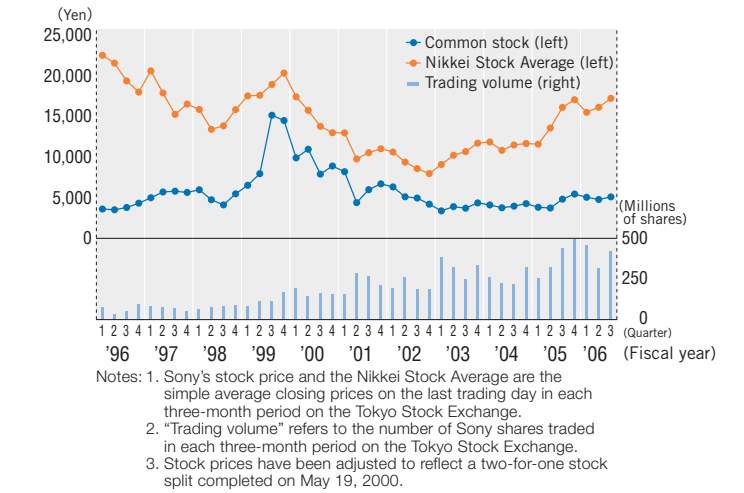
2 PER and PBR



3 Number of shareholders and ownership and distribution of shares



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



Fiscal year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
1 Sales and operating revenue by business segment*										
Electronics	3,930,292	4,380,084	4,356,254	4,395,906	4,982,432	4,772,550	4,543,313	4,838,268	4,835,980	4,796,061
Game	408,335	699,574	760,071	630,662	646,147	986,529	936,274	753,732	702,524	918,252
Music**	570,119	658,381	717,297	665,047	571,003	541,418	512,908	409,487	—	—
Pictures	438,551	644,183	545,956	494,332	555,227	635,841	802,770	756,370	733,677	745,859
Financial Services	227,920	291,061	339,368	380,317	447,147	480,190	509,398	565,752	537,715	720,566
All Other**	87,917	87,721	85,236	120,397	112,868	161,730	168,970	172,782	381,429	329,859
Total	5,663,134	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
2 Sales and operating revenue by geographic segment										
Japan	1,590,820	1,848,023	1,917,028	2,121,249	2,400,777	2,248,115	2,093,880	2,220,747	2,132,462	2,203,813
Overseas	4,072,314	4,912,981	4,887,154	4,565,412	4,914,047	5,330,143	5,379,753	5,275,644	5,058,863	5,306,784
U.S.A.	1,639,334	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
Europe	1,304,491	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
Other	1,128,489	1,242,929	1,062,138	1,067,836	1,260,434	1,259,509	1,309,831	1,389,481	1,468,977	1,633,365
Total	5,663,134	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
3 Electronics sales and operating revenue to customers by product category										
Audio	1,029,961	1,127,788	1,072,621	934,865	756,393	747,469	682,517	675,496	571,864	536,187
Video	816,582	870,854	969,129	976,705	791,465	806,401	851,064	949,261	1,036,328	1,021,325
Televisions	704,075	709,043	702,620	714,188	797,618	842,388	950,166	925,501	921,195	927,769
Information and Communications	764,512	894,810	914,140	1,052,707	1,260,531	1,167,328	836,724	834,757	816,150	842,537
Semiconductors	—	—	—	—	237,668	182,276	204,710	253,237	184,235	172,249
Components	—	—	—	—	569,478	525,568	527,782	623,799	751,097	800,716
Other	615,162	777,589	697,744	717,441	569,279	501,120	490,350	576,217	555,111	495,278
Total	3,930,292	4,380,084	4,356,254	4,395,906	4,982,432	4,772,550	4,543,313	4,838,268	4,835,980	4,796,061

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

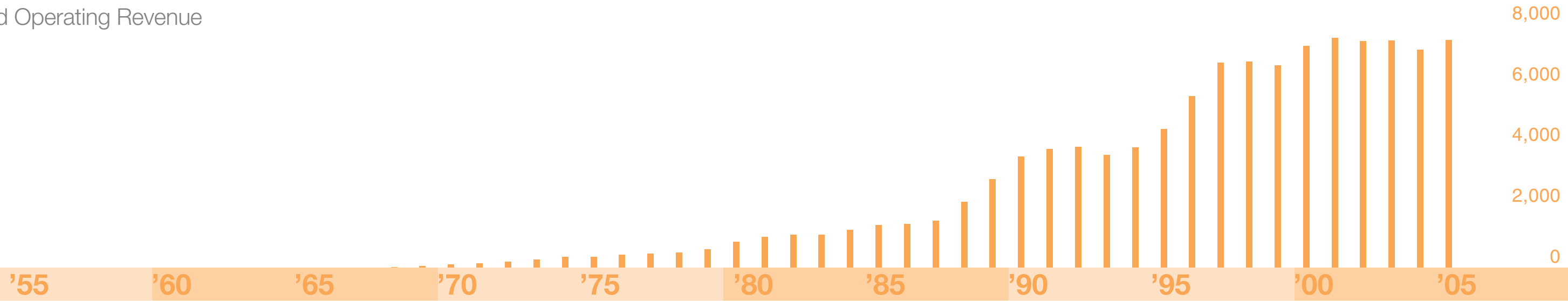
Fiscal year	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
1 Net income per share										
—Basic (Yen)	183.9	278.9	218.4	144.6	18.3	16.7	125.7	96.0	175.9	122.6
—Diluted (Yen)	154.6	241.7	195.5	131.7	19.3	16.7	118.2	91.0	158.1	116.9
2 PER (basic) (times)	47.0	40.5	50.1	100.3	486.3	401.2	33.4	45.4	24.3	44.5
PER (diluted) (times)	56.0	46.8	56.0	110.1	461.1	401.2	35.5	48.0	27.0	46.6
PBR (times)	2.3	2.5	2.5	3.0	3.5	2.6	1.7	1.7	1.5	1.7
4 Stock price (closing) (Yen)	4,325	5,650	5,475	14,500	8,900	6,700	4,200	4,360	4,270	5,450
Nikkei Stock Average (Yen)	18,003	16,527	15,836	20,337	12,999	11,024	7,972	11,715	11,668	17,059
Number of shares outstanding as of fiscal year-end	384,185,043	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
Market capitalization as of fiscal year-end (Yen in millions)	1,661,600	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
Cash dividends applicable to the year (Yen)	25	30	25	25	25	25	25	25	25	25
3 Number of shareholders	216,057	183,720	193,357	352,336	617,888	725,124	799,615	830,988	783,263	718,449
Ownership and distribution of shares (%)										
Foreign institutions and individuals	39.0	45.0	45.1	44.5	39.6	38.7	35.8	39.4	48.1	50.1
Japanese financial institutions	33.0	33.4	33.5	29.0	29.4	28.2	27.0	20.7	17.2	18.5
Japanese individuals and others	17.2	12.7	12.9	18.7	23.5	27.4	30.5	34.0	30.0	27.0
Other Japanese corporations	9.7	8.3	7.9	7.0	6.0	5.2	5.6	4.8	3.7	3.5
Japanese securities firms	1.1	0.6	0.6	0.8	1.5	0.5	1.1	1.1	1.0	0.9

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.).



1988

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

1993

Sony Computer Entertainment Inc. is established.

1997

VAIO series of personal computers for consumer use



1998

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

2001

Sony Bank Inc. is established.

2005

BRAVIA series of flat panel televisions



2000

PlayStation 2 (SCPH-10000)