

SONY

Corporate Data

Company Name: Sony Corporation

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

Phone: 81-(0)3-6748-2111

Founded: May 7, 1946

Capital: 626,907,369,612 yen (as of March 31, 2007)

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

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

Sony Corporation Investor Relations

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OLED Displays for Next-Generation Televisions

Fact Book 2006

Fourth 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	2,089.6	7,510.6	8,295.7
Operating income (loss)	(6.6)	27.0	74.6	(20.8)	210.3	178.9	(51.9)	(113.4)	226.4	71.8
Income (loss) before income taxes	12.9	54.0	95.4	(26.1)	225.9	179.8	(47.9)	(105.7)	286.3	102.0
Equity in net income (loss) of affiliated companies, net	(9.1)	3.6	(2.6)	19.7	19.5	43.0	5.4	12.3	13.2	78.7
Net income (loss)	(7.3)	32.3	28.5	1.7	168.9	159.9	(66.5)	(67.6)	123.6	126.3
Restructuring charges**	15.9	10.7	32.9	5.3	14.7	(0.3)	75.3	23.1	138.7	38.8
Net income (loss) per share of common stock (Yen)										
—Basic	(8.68)	32.25	28.63	1.68	169.36	159.70	(66.48)	(67.44)	122.58	126.15
—Diluted	(8.68)	30.75	27.32	1.60	161.60	152.49	(66.48)	(67.44)	116.88	120.29
Average exchange rate (Yen/U.S. dollar)	107	113	110	115	116	117	116	119	112	118
Average exchange rate (Yen/Euro)	134	142	134	147	138	150	139	155	136	149

* 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 Fiscal Year 2006

Consolidated sales and operating revenue for the fiscal year ended March 31, 2007 rose 10% compared with the previous fiscal year, a new fiscal year record. This increase was due to higher sales in the Electronics, Pictures and Game segments. Although operating income increased significantly in the Electronics segment and increased in the Pictures segment, consolidated operating income declined 68% compared with the previous fiscal year, due to an operating loss in the Game segment from the introduction of PLAYSTATION®3 (PS3™) and a significant decrease in operating income in the Financial Services segment.

Topics

BRAVIA™ liquid crystal display (LCD) televisions gained the top global market share in calendar year 2006 on a revenue basis. (Source: DisplaySearch)

In the Pictures segment, hit films released during the period under review included *The Da Vinci Code* and *Casino Royale*. *Spider-Man 3*, released in May 2007, recorded ticket sales of \$382 million in its first weekend, setting a new box office record.

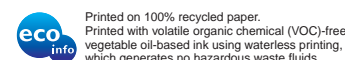
Sony Ericsson Mobile Communications AB achieved record-high shipments, sales and net income, reflecting brisk sales of Walkman®- and Cyber-shot™-branded mobile phones, and had the fourth-largest market share among mobile phone manufacturers worldwide.



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-CX7

Combining Memory Stick™ recording media with the AVCHD high definition recording format, this is the world's smallest and lightest camcorder*, making it easy to use anytime and anywhere.

* Among 1080i high definition camcorders, as of May 2007 (based on Sony research)



One-Seg TV/FM Stereo/AM Radio XDV-100

This portable device integrates one-seg* broadcasting, FM stereo radio and AM radio in one compact unit that offers a slim, lightweight body, long battery life and easy operation for greater television and radio enjoyment.

* "One-seg" is a terrestrial digital broadcasting service in Japan that facilitates stable reception on mobile phones and other portable devices.



VAIO™ Type T VGN-TX Series

A mere 22.5mm thick, this new notebook computer achieves a balance between sleekness and durability in a unit designed to deliver greater power in a more attractive package.



Cyber-shot DSC-G1

Equipped with the world's first* 3.5-inch "Xtra Fine" LCD display with 921K dot-resolution, this "digital album camera" also features 2GB of internal memory, making it possible to store up to approximately 20,000 photographs, as well as to organize stored photographs into "albums" for easy viewing and sharing.

* For 921K dot-resolution consumer-use camcorders with 3.5-inch displays (based on Sony research)



BRAVIA J5000 Series

The BRAVIA J5000 series minimizes blurring caused by quick movement and contour noise unique to movies to deliver smooth, crisp images. These televisions not only deliver improvements in color adjustment levels and other changes to deliver an enhanced high-resolution performance, but also offer new ways to enjoy television through the use of networks.



Walkman® A Series

Slim-lined and lightweight with a high-resolution 2.0-inch color LCD display, the Walkman® A series allows playback of high-quality video footage as well as easy operability that capitalizes on the large screen size and other features that also make it a high-performance portable audio player.

OLED Displays for Next-Generation Televisions

Sony's mid-term corporate strategy, which was announced on September 22, 2005, highlighted the strengthening of the Electronics business as management's top priority. One initiative aimed at realizing this goal is the "HD World," which seeks to grow Sony's HD-related businesses into a major profit pillar. Reinforcing 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 these efforts will remain crucial over the medium to long term.

In this issue of the Sony Fact Book, we feature organic light-emitting diode (OLED) displays for next-generation televisions, an area in which Sony is accelerating its R&D efforts.

What is an OLED?

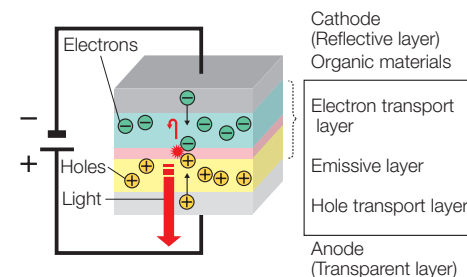
Electroluminescence (EL) is an optical phenomenon in which light is emitted in response to the application of an electrical field. An OLED is a diode whose emissive electroluminescent layer is composed of organic materials.

In an OLED, light is emitted when positively charged electron holes in the anode and negatively charged electrons flowing through the device from the cathode, recombine in the diode's emissive layer, which is composed of organic materials [Figure 1].

An OLED is basically a sandwich composed of an anode, a hole transport layer, an emissive layer, an electron transport layer and a cathode, in this order. The locking in of electrons by the hole transport layer and the holes by the electron transport layer allows for the efficient emission of light from the emissive layer.

The light generated from the emissive layer is extracted from one end of the electrode using a transparent material. Moreover, by reflecting light with a highly reflective material at the other end of the electrode, it is possible to use the electrode like a mirror, thereby increasing the amount of light extracted.

[Figure 1] Basic Structure



Advantages of OLEDs

Owing to such characteristics as a luminescent structure, OLEDs offer the following key advantages:

- (1) OLEDs are self-luminescent devices, so they do not need a part equivalent to a liquid crystal display (LCD) backlight. This allows a simple structure, which in theory can be expected to lower costs. Another major advantage of OLEDs is that only a very thin emissive part is needed, facilitating panels that are thinner overall than LCDs.
- (2) Because they are self-luminescent, OLEDs not only enable more accurate, natural color reproduction but also true blacks and outstanding color brightness, thereby achieving more brightly textured and stereoscopic reproduction.
- (3) OLEDs enable high-speed control of light emission, allowing for displays with superb response times.



Sony's Unique "Super Top Emission" Technology

Sony is realizing higher resolution OLEDs thanks to its unique "Super Top Emission" technology, which is composed of three elemental technologies.

(1) Top emission

With the conventional method of light extraction, called "bottom emission," in which light is extracted from the backplane substrate, the area from which light is extracted is limited by the drive circuits that have been constructed on the substrate. In contrast, Sony uses "top emission," which extracts light from the sealing glass side, allowing for the efficient external extraction of emitted light [Figure 2].

(2) Microcavity structure

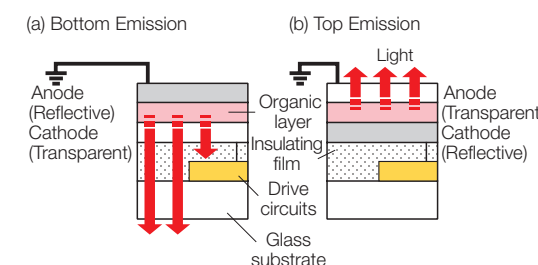
In Sony's OLEDs, the thickness of the EL film is optimized for red, green and blue pixels, and the realization of a cavity (multiple interference) structure due to reflected light allows for the extraction of light with high color purity. This structure enables Sony's OLED displays to realize more vivid color reproduction than conventional OLED displays [Figure 3].

(3) Color filters

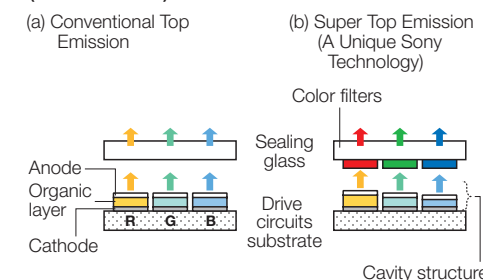
Combining color filters with the microcavity structure allows for the removal of almost all externally reflected light and the achievement of extremely high contrast [Figure 3].

By bringing together these three technologies, Sony has achieved ultrathin, high-resolution displays that surpass the performance of not only LCD and plasma displays, but also existing OLED displays.

[Figure 2] Light Extraction Method (Cross-section)



[Figure 3] Super Top Emission Structure (Cross-section)



Topics

(1) Joint development of OLED materials

In November 2005, Idemitsu Kosan Co., Ltd., and Sony announced a plan to jointly develop OLED materials. Currently, the two companies are cooperating to develop high-performance materials for use in OLED displays with higher luminescent efficiency, thereby achieving potential brightness and color reproduction that facilitates high-resolution images with low power consumption and a long lifetime. The two companies also agreed to share their patents for OLED materials and devices to utilize in their respective OLED-related businesses.

(2) Sony participation in 2007 International CES

At the 2007 International CES (Consumer Electronics Show), held in January 2007 in Las Vegas, Sony unveiled two next-generation television prototypes employing OLED displays—a 27-inch Full HD model and an 11-inch super video graphics array (SVGA) model. The displays in these models achieve a high contrast ratio of 1,000,000:1, peak luminescence above 600 candelas per square meter and a performance second to none among existing technologies. The 27-inch display panels are only 10 millimeters at the thinnest point and the 11-inch displays are only three millimeters.

(3) Sales of OLED televisions to begin in 2007

In a special presentation at the 3rd International FPD Expo ("DISPLAY 2007"), held at Tokyo Big Sight in April 2007, Sony announced plans to launch an 11-inch television with an OLED display in 2007.

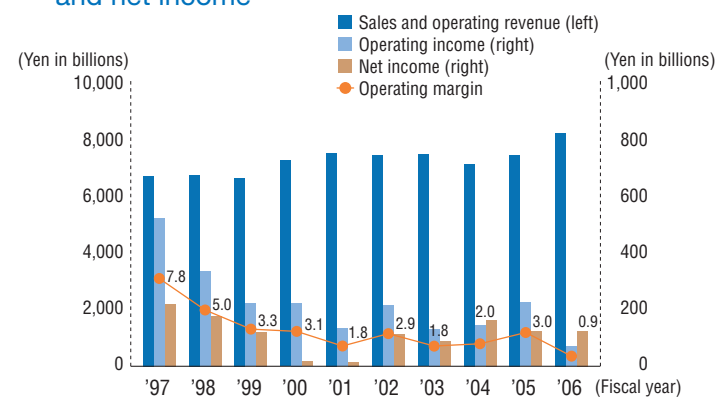
Sony will continue to promote further technological development, including OLED display panel mass production technology for medium-sized and large televisions.



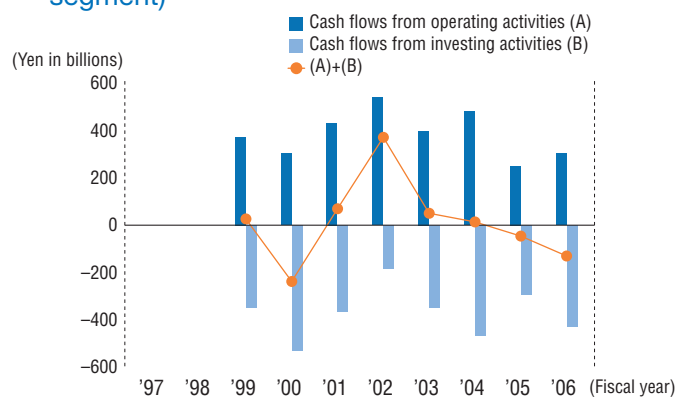
OLED display (Prototype)

Key Consolidated Financial Data

1 Sales and operating revenue, operating income and net income

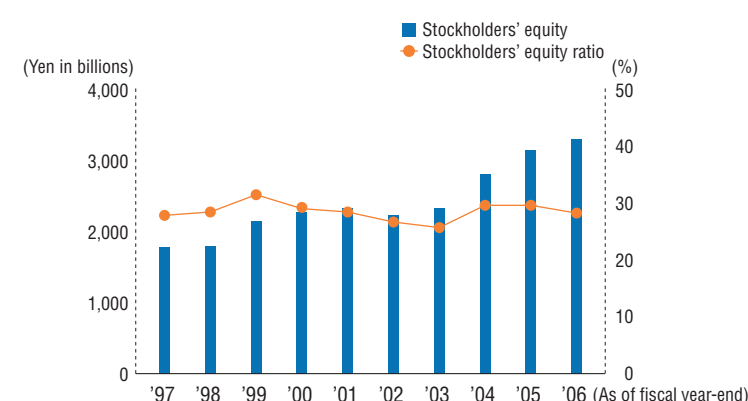


2 Cash flows (Sony excluding the Financial Services segment)

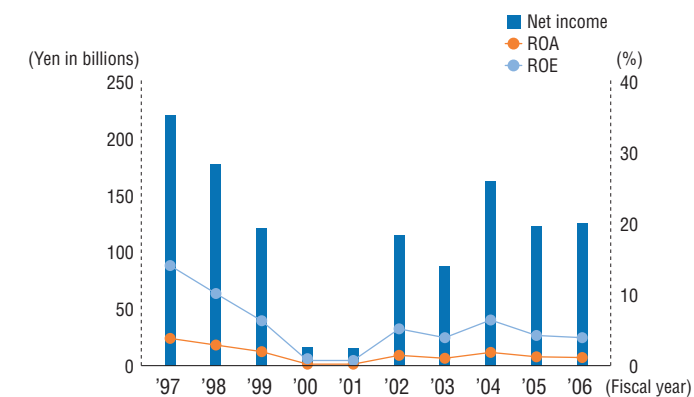


Note: Because the Financial Services segment is different in nature from Sony's other operating segments, Sony has disclosed cash flows excluding the Financial Services segment since fiscal year 1999.

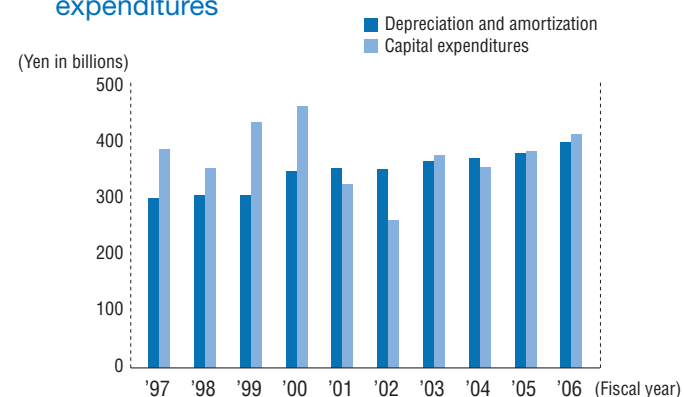
1 Stockholders' equity



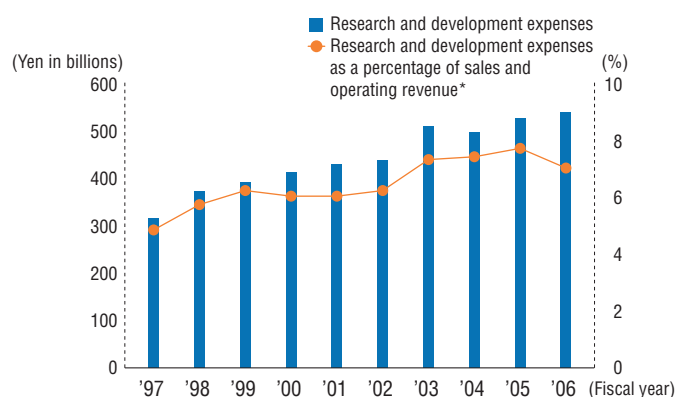
2 Net income, ROA and ROE



3 Depreciation and amortization and capital expenditures

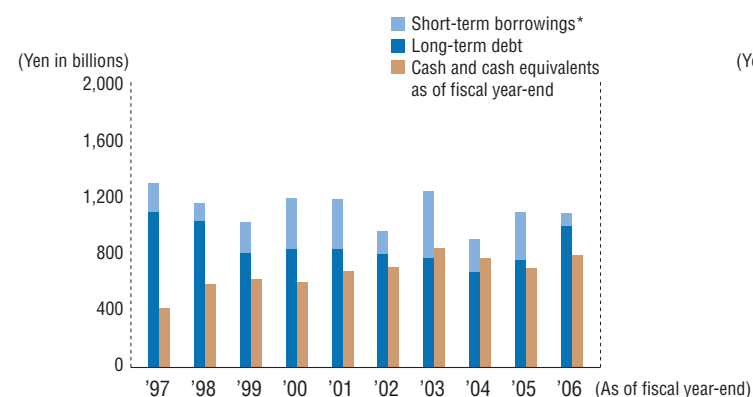


4 Research and development expenses



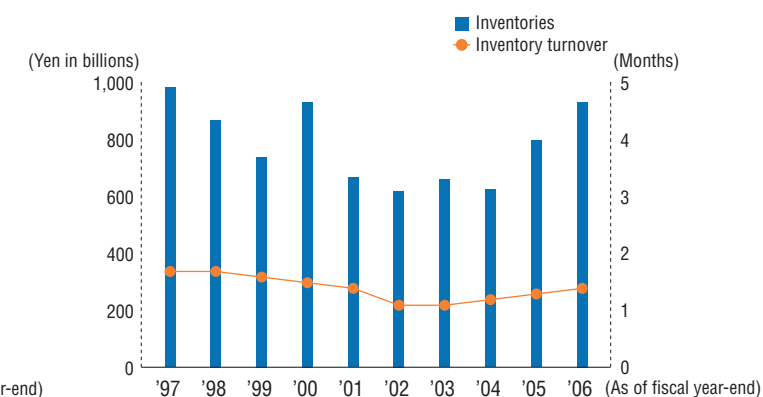
* "Sales and operating revenue" excludes Financial Services segment revenue and other operating revenue portions of consolidated sales and operating revenue.

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	118
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

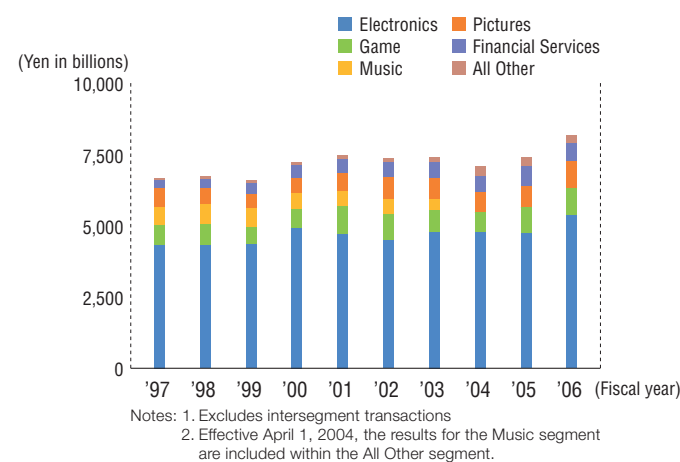
* Includes the current portion of long-term debt

ROA (Return on assets) = Net income/Average total assets

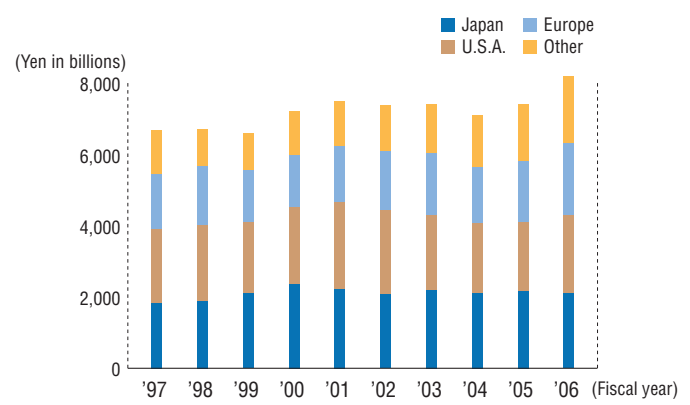
ROE (Return on equity) = Net income/Average stockholders' equity

Inventory turnover = Average inventories/(Net sales/12)

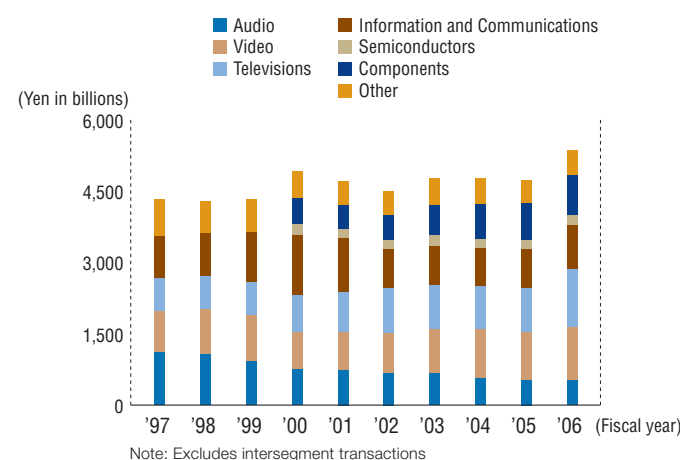
1 Sales and operating revenue by business segment



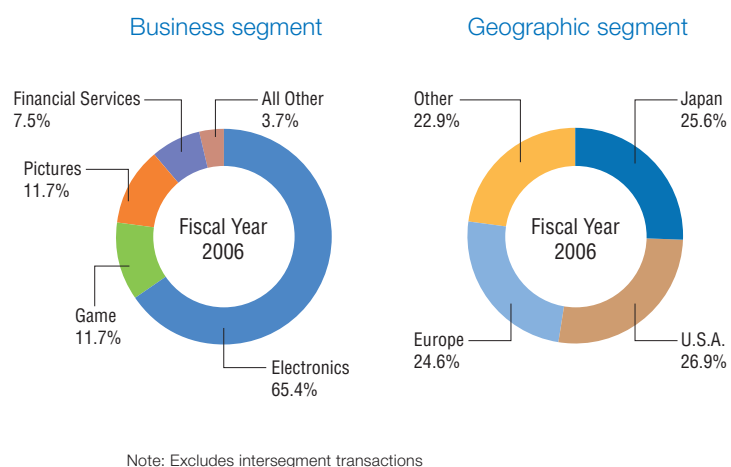
2 Sales and operating revenue by geographic segment



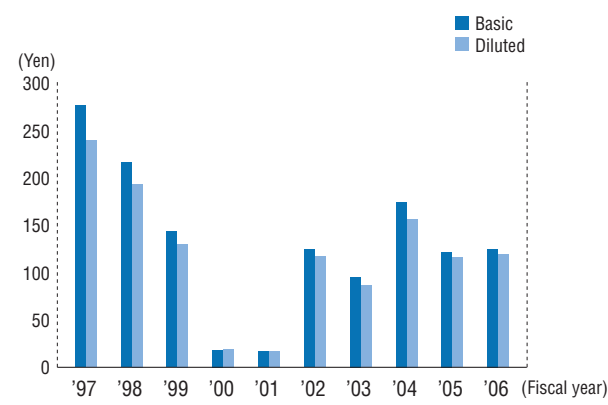
3 Electronics sales and operating revenue to customers by product category



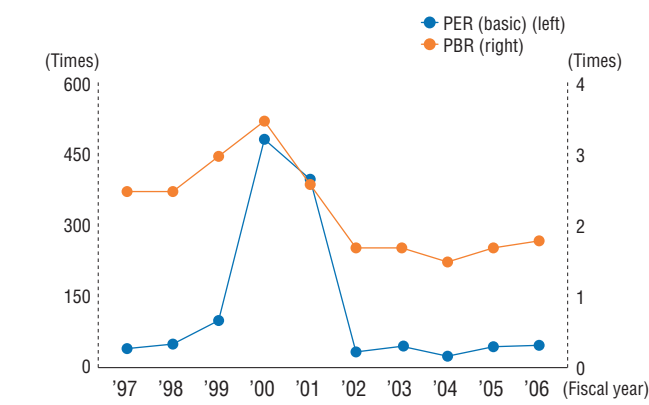
4 Breakdown of sales and operating revenue



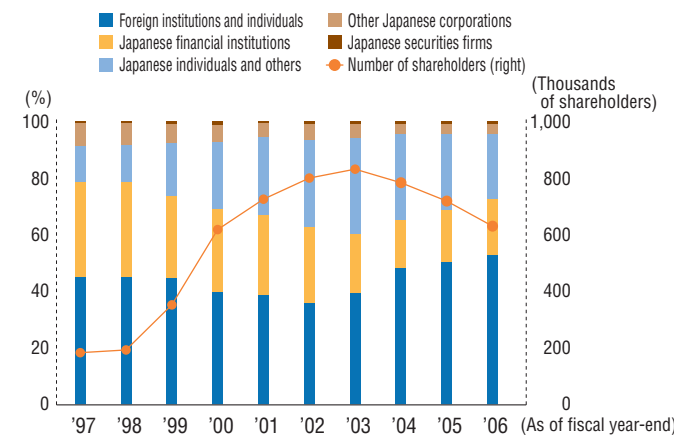
1 Net income per share



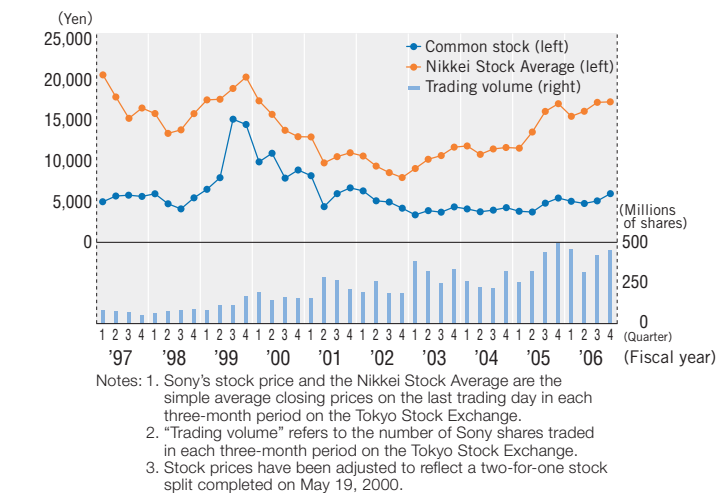
2 PER and PBR



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 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.

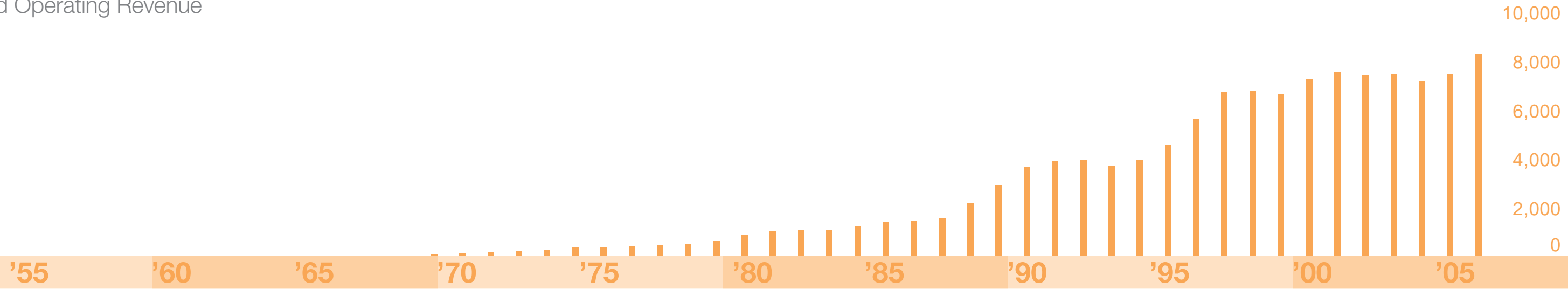
Fiscal year	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
1 Net income per share										
—Basic (Yen)	278.9	218.4	144.6	18.3	16.7	125.7	96.0	175.9	122.6	126.2
—Diluted (Yen)	241.7	195.5	131.7	19.3	16.7	118.2	91.0	158.1	116.9	120.3
2 PER (basic) (times)	40.5	50.1	100.3	486.3	401.2	33.4	45.4	24.3	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)



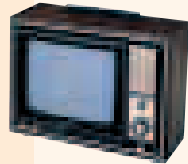
1960

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



1968

Trinitron color television (KV-1310)



1979

Sony Walkman (TPS-L2) portable cassette player



1968

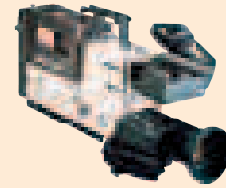
CBS/Sony Records Inc. is established (currently Sony Music Entertainment (Japan) Inc.).

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)



1989

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



1989

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

1988

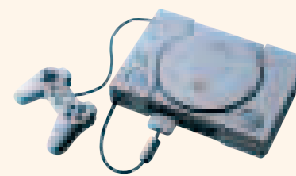
Sony acquires CBS Records Inc. (currently SONY BMG MUSIC ENTERTAINMENT).

1993

Sony Computer Entertainment Inc. is established.

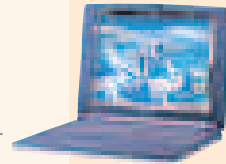
1994

PlayStation (SCPH-1000)



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)

