

Sony will always listen our Customers’ desires and is committed to meeting and exceeding their expectations. We strive to deliver “high-quality, reliable products that our customers can use with confidence” and “heartfelt customer service with a personal touch.”

Usability and Accessibility

Advancements in technological innovation are leading to the development of products that are increasingly sophisticated and multifunctional—a trend that is spurring demand for enhanced usability. Sony views usability as an essential aspect of product quality and is continuously taking steps to make it easier for more people to use its products and services, for example, by holding periodic user interface meetings and integrating user tests into the product development process.

One of many Sony products developed with a particular emphasis on ease-of-use is a remote control that features an enlarged area of essential buttons. This remote control also functions when pointed in any direction by employing radio technology. The W5, V5, F5, XR1, X1, and F1 models of Sony’s BRAVIA™ LCD televisions come with this easy-to-use, multifunctional remote control.

Sony’s commitment to usability also extends to special features designed to make our products accessible to an increased number of consumers, including the elderly and those working to overcome disabilities. For example, Sony’s entire lineup of BRAVIA™ LCD televisions for the European market features an audio description function that provides access to a narrative soundtrack for visually impaired users, and digital video teletext for hearing-impaired users, both as standard features. Another example is the Sony Reader digital book, currently available in the U.S., Canada and Europe, which not only stores hundreds of books on a single electronic device, but also enables readers with low vision to adjust the size of the text on the screen according to their needs.

Looking ahead, ease-of-use and accessibility will remain core elements of Sony’s product development efforts.



Usability assessment

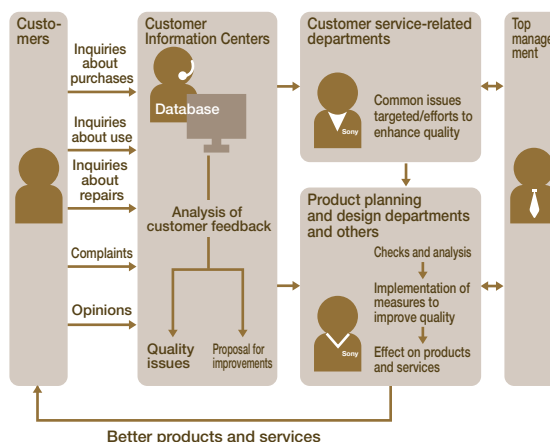
Quality Management

Providing consumers with the highest-quality products and services is our top priority. Quality Strategy Meetings attended by top management serve as the main decision-making mechanism for product quality issues and are a key component of Sony’s company-wide quality management framework. To help ensure that Sony products have no adverse effects on human health, Sony has also established an in-house function, with the advice of external professionals as needed, to review from a medical standpoint the effect of products that incorporate certain new technologies. In 2009, Sony also established a new quality and reliability laboratory aimed at enhancing the safety and long-term reliability of its products and services.

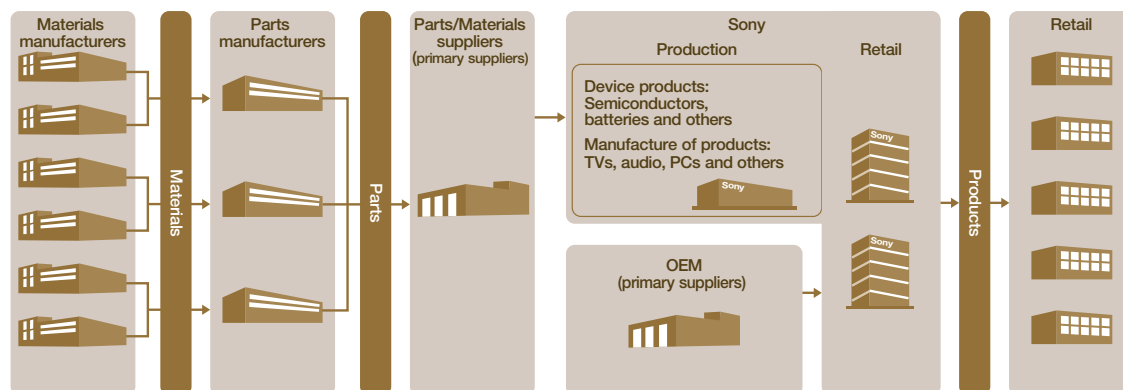
Customer feedback also helps Sony improve its products and services. Opinions and reports of malfunctions received from customers by Customer Information Centers are shared with related departments so that improvements in product quality can promptly be made. Internally, the Product Quality Information Channel and a dedicated product quality website serve as important mechanisms through which employees can submit comments and queries about product quality directly to senior management.

In recent years, the proliferation of digital consumer electronics and related software applications has increased the risk of personal information leaks and loss of data, among other risks. As a consequence, ensuring the security of such products has become a critical issue. To this end, Sony has established a special function for collecting security risk-related information from outside experts, and has created an internal information security team comprised of individuals assigned to each business group. Based on information received, the team conducts security risk assessments and implements additional controls as needed. Sony has also reinforced its system for addressing security vulnerabilities in its products by expanding technology standards for product security; implementing security inspections prior to product shipment; and conducting employee education programs.

Utilizing Customer Feedback



Basic Structure of the Supply Chain



Responsiveness and Customer Service

Sony is continuously considering the customer's viewpoint and working hard to improve customer satisfaction around the world.

As part of this effort, Sony's Customer Information Centers, first established in 1963 in Japan to respond to customer inquiries, are available worldwide. Today, they provide prompt responses to customer needs every day of the year. The centers of Sony Customer Service (Japan) Inc. and Sony Corporation of Hong Kong Ltd. have obtained COPC-2000* certification, an international standard for call centers.

Sony also provides training for employees and for staff of service partners involved in customer response activities worldwide, and is increasingly utilizing the Internet to communicate and engage with consumers. In addition to product-related news and frequently asked questions (FAQ) sections, Sony Group websites offer free online access to manuals and provide prompt information about products and services, as well as support services. In Japan, for example, Sony provides services that enable operators to guide PC users while remotely monitoring their screens via the Internet with the users' permission. Customers may also reserve a time for an operator to call back and provide guidance over the telephone. Sony uses customer feedback to continually enhance its Internet-based customer service, as well. As a direct result of a customer suggestion, Sony added easy-to-understand guides to designated websites on how to use products, how to set them up, and how to connect them to other products.

Currently, there are more than 6,200 Sony service locations worldwide, including Sony service stations and those of authorized repair agents, which allow us to respond to customers' requests promptly and appropriately. Sony is shortening distribution and repair times and reviewing repair fees in regions around the world with the goal of enhancing overall customer satisfaction.

* COPC-2000 is a management standard specifically for call centers and fulfillment (delivery) work based on the American National Management Quality Award.

Supply Chain Management

In addition to product quality, Sony recognizes that its corporate social responsibility extends to its production processes. Essential components of Sony's efforts in this area include protecting human rights, ensuring appropriate labor conditions, and addressing environmental issues.

Sony is a founding member of the Electronic Industry Citizenship Coalition (EICC), a CSR alliance designed to improve human rights, labor conditions and environmental approaches in the supply chain of the electronics industry. In 2004, the EICC formulated the EICC code of conduct based on industry best practices. As of June 2009, the EICC consisted of approximately 40 participating companies from Europe, the Americas and Asia, including electronics manufacturers and OEM suppliers.

The Sony Supplier Code of Conduct, established in 2005, is based on the code of conduct formulated by the EICC. Sony expects all of its suppliers to comply with this Code. As part of the program, Sony holds sessions to explain the Sony Supplier Code of Conduct to suppliers around the world, after which it conducts supplier assessments to confirm their performance against the Code. Based on the results of those assessments, Sony makes further inquiries and provides guidance on how to comply with provisions of the Sony Supplier Code of Conduct, as needed. For certain suppliers, Sony conducts joint audits with the EICC. Through these and other efforts, we will continue to work with our suppliers to help ensure that they improve their activities as needed to comply with the Sony Supplier Code of Conduct.

