

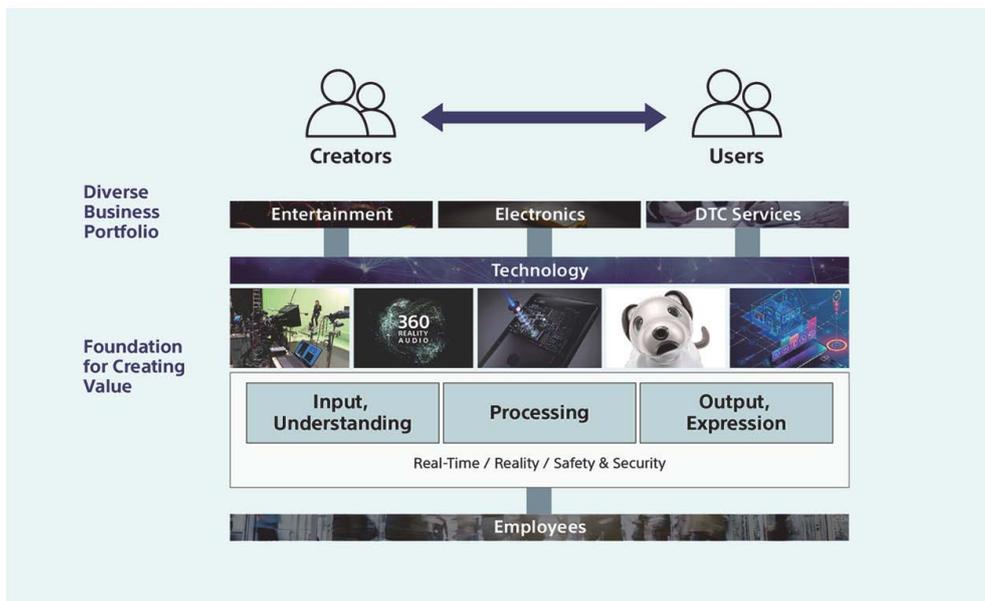
SONY

Sony R&D Strategy

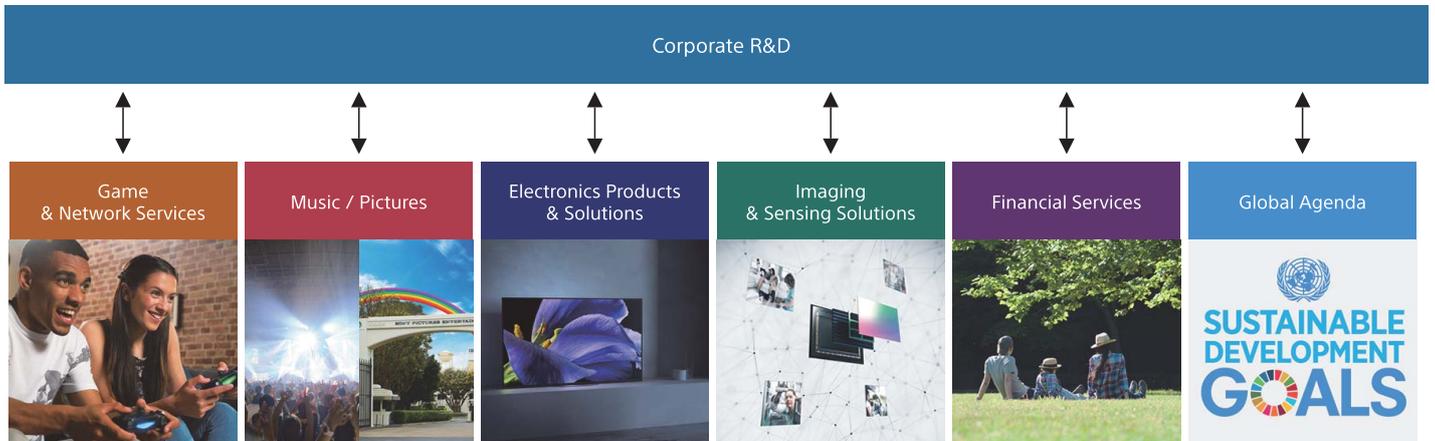
Senior Executive Vice President, Officer in charge of R&D
Sony Corporation

Toru Katsumoto

Developing Technology That Inspires Emotion



R&D Organization



R&D - timeline -

Up to 3 years

R&D directly connected to business

3-10 years

Preparation in the mid to long term

10-20 years

Social contribution themes

Open Innovation



<http://www.sonyinnovationfund.com/>



<https://sony-startup-acceleration-program.com/>

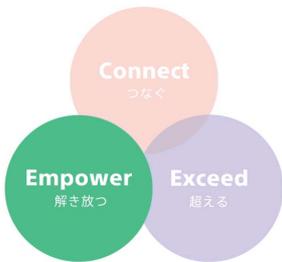
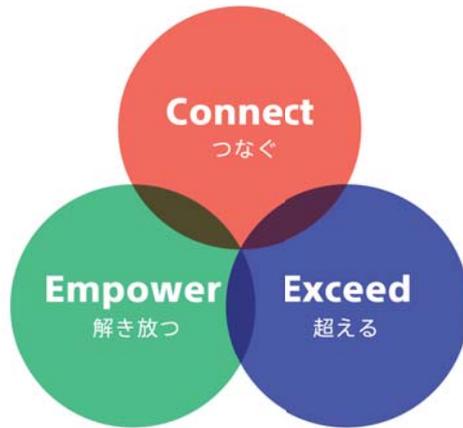


<https://www.sony.com/research-award-program>

Focus Categories

Video technologies	Image signal processing, video codecs, image quality enhancement, 3D video, vision computing, and others
Sound technologies	Digital noise canceling, audio source separation, sound quality enhancement, and others
Communication technologies	IoT ultra-low-power wireless systems, content distribution, and others
Sensing and interaction technologies	Voice and image recognition, user interfaces, sensing, agent technologies, and others
AI and robotics technologies	Machine learning, fundamental technologies for deep learning, motion control, AI and robotics platforms, and others
Hardware and device technologies	Image sensors, augmented reality glasses, projectors (including key devices such as laser light sources and spatial light modulators), Crystal LED displays, and others
New functional materials and analysis technologies	Organic and inorganic materials, material informatics, material analysis, and others

Getting Closer to People's Motivation



Unleash the creator's imagination by expanding to 3D space and combining real space / virtual space

Volumetric capture

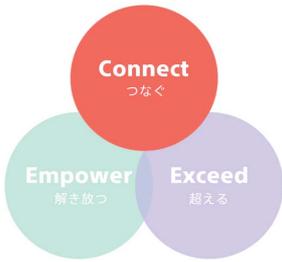


Ray tracing



Motion capture





Communicate the sensibility of creators to users
for reality and in real time

Professional camera
technology



Object audio
technology



Low latency and high quality
transmission



Contribute to the challenges of a sustainable society
beyond the ability

Sensing technology



AI technology



Robotics



CEATEC2019



Sony's Technologies X Medical/Life Science

Tuesday, Oct 15, 2019 – Friday, Oct 18, 2019
Makuhari Messe

Sony Technology Day

感動を生む、テクノロジー
Technology that inspires emotion

Cautionary Statement

Statements made in this release 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," "intend," "seek," "may," "might," "could" or "should," 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, judgments and beliefs in light of the information currently available to it. Sony cautions investors 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 investors should not place undue reliance on them. Investors 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) Sony's ability to maintain product quality and customer satisfaction with its products and services;
- (ii) 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 image sensors, game and network platforms, smartphones and televisions, which are offered in highly competitive markets characterized by severe price competition and continual new product and service introductions, rapid development in technology and subjective and changing customer preferences;
- (iii) Sony's ability to implement successful hardware, software, and content integration strategies, and to develop and implement successful sales and distribution strategies in light of new technologies and distribution platforms;
- (iv) the effectiveness of Sony's strategies and their execution, including but not limited to the success of Sony's acquisitions, joint ventures, investments, capital expenditures, restructurings and other strategic initiatives;
- (v) changes in laws, regulations and government policies in the markets in which Sony and its third-party suppliers, service providers and business partners operate, including those related to taxation, as well as growing consumer focus on corporate social responsibility;
- (vi) Sony's continued ability to identify the products, services and market trends with significant growth potential, to devote sufficient resources to research and development, to prioritize investments and capital expenditures correctly and to recoup its investments and capital expenditures, including those required for technology development and product capacity;
- (vii) Sony's reliance on external business partners, including for the procurement of parts, components, software and network services for its products or services, the manufacturing, marketing and distribution of its products, and its other business operations;
- (viii) the global economic and political environment in which Sony operates and the economic and political conditions in Sony's markets, particularly levels of consumer spending;
- (ix) Sony's ability to meet operational and liquidity needs as a result of significant volatility and disruption in the global financial markets or a ratings downgrade;
- (x) Sony's ability to forecast demands, manage timely procurement and control inventories;
- (xi) foreign exchange rates, particularly between the yen and the U.S. dollar, the euro and other currencies in which Sony makes significant sales and incurs production costs, or in which Sony's assets, liabilities and operating results are denominated;
- (xii) Sony's ability to recruit, retain and maintain productive relations with highly skilled personnel;
- (xiii) Sony's ability to prevent unauthorized use or theft of intellectual property rights, to obtain or renew licenses relating to intellectual property rights and to defend itself against claims that its products or services infringe the intellectual property rights owned by others;
- (xiv) the impact of changes in interest rates and unfavorable conditions or developments (including market fluctuations or volatility) in the Japanese equity markets on the revenue and operating income of the Financial Services segment;
- (xv) 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;
- (xvi) risks related to catastrophic disasters or similar events;
- (xvii) the ability of Sony, its third-party service providers or business partners to anticipate and manage cybersecurity risk, including the risk of unauthorized access to Sony's business information and the personally identifiable information of its employees and customers, potential business disruptions or financial losses; and
- (xviii) the outcome of pending and/or future legal and/or regulatory proceedings.

Risks and uncertainties also include the impact of any future events with material adverse impact. Important information regarding risks and uncertainties is also set forth in Sony's most recent Form 20-F, which is on file with the U.S. Securities and Exchange Commission.