Sony Corporation
Semiconductor Briefing
~ Image Sensor Business ~

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Sony Group Organizational Chart
Impact of the Great East Japan Earthquake on the Image Sensor Business in the Current Fiscal Year

- Shortfall in certain wafer procurements
- Relatively small Impact by the earthquake compared with initial estimates
- At present, production is proceeding at full capacity
Core Strategy of the Image Sensor Business

As was the case with CCD image sensors, Sony aims to achieve the absolute No. 1 position in the CMOS image sensor business.

Image Sensor Market by Main Usage (FY08 – FY15)

Source: Sony

<table>
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<tr>
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<th>Quantity (100 million units)</th>
<th>Amount (¥10 billion)</th>
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<td>FY08</td>
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<td>41.9</td>
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<tr>
<td>FY15</td>
<td>11.6</td>
<td>11.1</td>
</tr>
</tbody>
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Cam D-SLR Security Cam DSC Cellular
Share of Image Sensor Market by Main Usage (FY10)

Source: Sony

Sony’s quantity market shares of Image Sensor by Main Usage (FY10)

Source: Sony
Sony’s Share of Image Sensor Market (FY10)

Source: Sony

Sony’s Image Sensor Quantity Share of Cellular Market

For main cameras only / Source: Sony

Over 30%
Changing in Demand for Image Sensors

**Cellular**
Rapid expansion of the smartphone market and demand for HD video
- **Shift toward higher pixel count, back-illuminated CMOS image sensors**

**DSC**
Additional video-capture functionality (demand for high speed and high sensitivity)
- **Shift from CCDs to back-illuminated CMOS image sensors**

**D-SLR**
Expansion of the digital SLR market
- **Increasing demand for Large-sized CMOS image sensors**

Sony’s Two Key CMOS Image Sensor Technologies

*Leveraging the strengths of CMOS* (high speed, low power consumption) and overcoming its weaknesses (low sensitivity, high noise) *by building on Sony’s CCD expertise* (high-resolution pixel structure, process technology, etc.)

- Proprietary column A/D conversion circuits achieve high speed and low noise
- Proprietary column A/D conversion circuits achieve high speed and low noise
  + Proprietary back-illuminated structure achieves high sensitivity and high signal-to-noise ratio
Image Sensor Wafer Production Capacity

(300mm wafer basis; unit: 1,000 wafers/month)

Steady capacity expansion according to schedule

Doubling of capacity

Production contracted to third parties
Nagasaki TEC 300mm
Kumamoto TEC 300mm
Nagasaki TEC 200mm
Kagoshima TEC 200mm

Considering further capacity expansion measures, including the conversion of the Nagasaki TEC 200mm wafer line to 300mm wafer production

50 ks/m

25 ks/m

December 2010 (As of press release date) Present End of FY11

Image Sensor Technologies: Essential for Digital Products

Game
PC

Tablet PC

Smartphone
Cellular

D-SLR
DSC
Camcorder

Security camera
Endoscope
In-car camera

Video conference
Digital cinema camera

Broadcast camera
Factory automation

Consumer Products

Professional Products
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