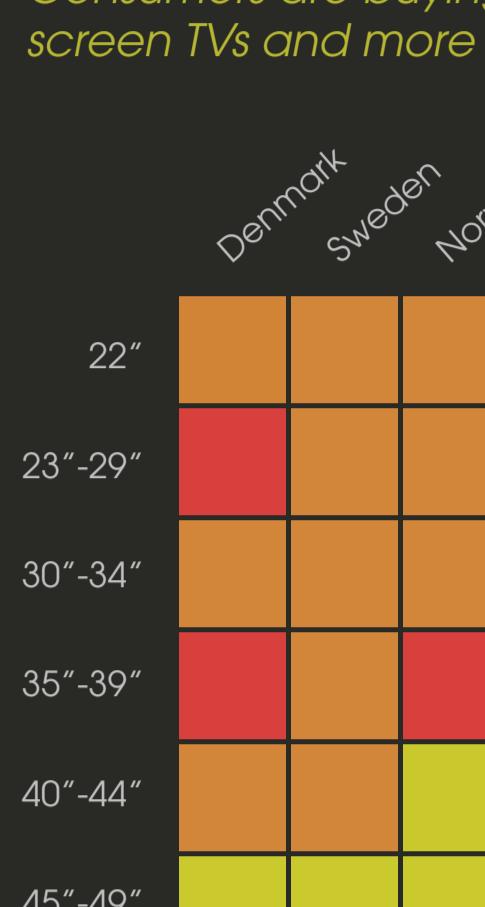




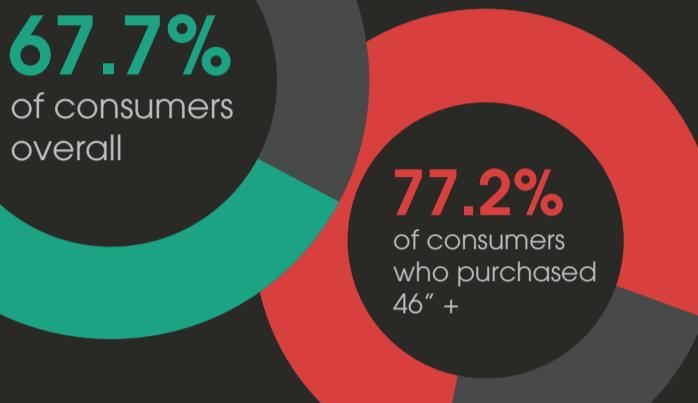
A recent survey of consumers in Sweden, Denmark, Norway, and Finland found that



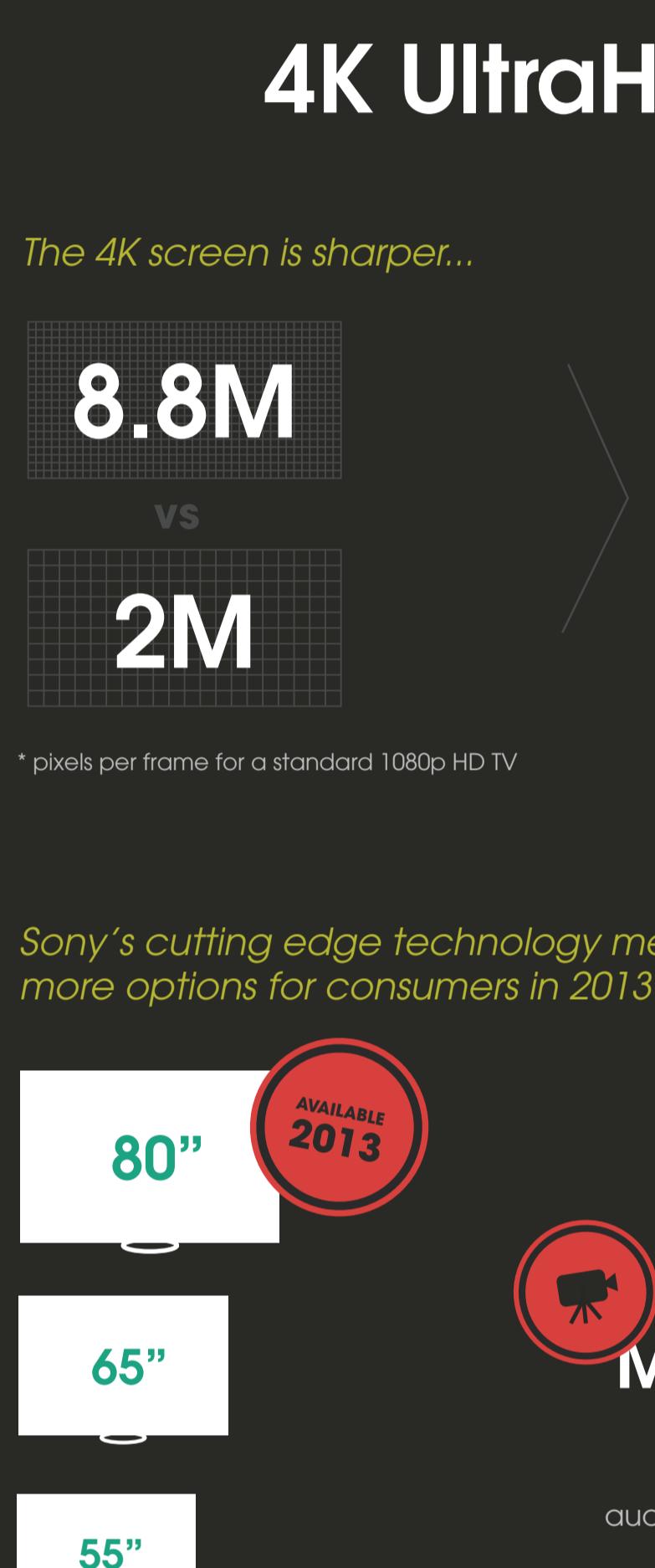
1/4 of Consumers

purchased a television that cost at least **400 Euros** in the previous 12 months

Of those new TVs purchased, 91% were larger than 36"



Consumers are buying fewer small screen TVs and more large screen TVs



Size matters...but consumers want

Great Picture Quality



list picture quality as very important

The 4K screen is sharper...

8.8M

vs

2M

* pixels per frame for a standard 1080p HD TV

THAT IS WHERE THE

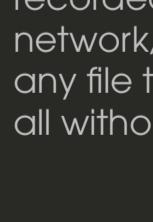
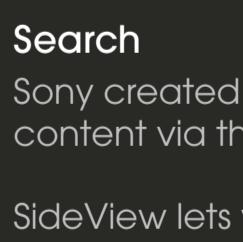
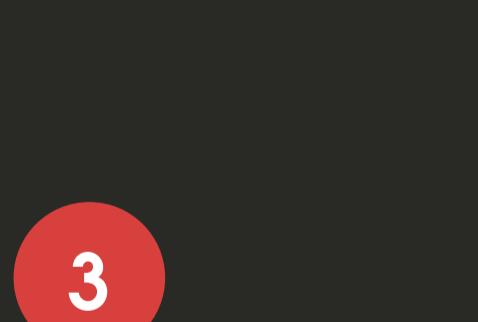
4K UltraHD TV comes in

which translates to

CRISPER IMAGES MORE VIVID COLORS & SHARPER CONTRAST

to make home viewing closer to a movie theater experience

Sony's cutting edge technology means more options for consumers in 2013



To make sure viewers have plenty of content to enjoy on their cutting-edge TVs, Sony is converting numerous movies

OVER 100 SO FAR

MOST NEW FILMS ARE BEING SHOT IN 4K

audiences can rest assured that picture quality will continue to be a part of their TV and movie viewing experience

4K Ultra HD TV isn't just beautiful

It's also smart

Consumers want their technology to be smart, and easy to use. Here's how respondents felt about incorporating smart technology...

20%

All new TVs should incorporate smart technology

31%

Say it would "be nice" but not a necessity

33%

Already have a smart TV and say they "love it"

SONY
make.believe

make.believe