

## Press Release

### **Sony's Next-Generation Digital Signage Solution Delivers an Unprecedented Stunning Visual Experience**

*Showcased at the Retail Asia Expo, Sony's latest digital signage solution Ziris Canvas allows you to unleash unlimited creativity for screen design*



*Display panels deliver stunning visual effects by utilising Ziris Canvas digital signage solution*

**Hong Kong, June 22, 2010** – Sony Corporation of Hong Kong Limited further expanded its exciting range of digital signage solutions with the launch of Ziris Canvas today at the Retail Asia Expo. Powered by the customised PlayStation®3 console\* for digital signage solution, Ziris Canvas allows you to play back videos and images in HD quality with unlimited number of screens. Ziris Canvas gives users the freedom to create eye-catching screen layouts in any size, shape and orientation, allowing them to unleash unlimited creativity for screen design.

In addition to Ziris Canvas, Sony has introduced a variety of digital signage systems and display panels to create seamless solutions for applications in any environments so as to fulfill the growing demand of digital signage in today's business world.

## **Ziris Canvas delivers HD resolution with unlimited screens**

Combining the immense video processing power driven by the cell processor built-in the customised PlayStation®3 and Ziris Canvas signage software, Ziris Canvas allows you to run video content on each of the individual screens or be scaled to run across all screens at the same time. As each screen is driven by a cell processor, you can add as many screens to your video wall as you want and each of the screens at HD resolution. For example, incorporating a configuration of 5 screens wide by 5 screens high delivers a total pixel resolution of up to 5,400x9,600.

The screens can be combined into portrait and landscape formats of any size and can be positioned at any angle to create unique and captivating environments. Users can have a great variety of screen configurations to choose – from concentric circles to a corner set-up with adjacent groups of screens on the floor, the walls and even the ceiling to create a totally immersive visual impact.

The Ziris Canvas system uses a series of web-based Ziris applications for creating, administering and checking content. The system also features built-in network connectivity to equip users with real-time, remote device monitoring and control so that such remote changes as the content, playlists and playout schedule can be made.

## **Total digital signage solutions offer maximum flexibility, convenience and versatility**

Sony's award-winning Ziris professional software range comprises of the all new Ziris V7 - an enterprise-strength digital signage software suite - which is easy to use and has streamlined features for content delivery. A new, unified user interface pushes usability to new levels so that anyone familiar with typical office software will feel at home with Ziris V7 immediately.

Sony's digital signage player VSP-NS7 can be used in combination with the software and display panels to deliver up to five image layers for display, including videos, web pages, flashes, graphics, texts and even live streaming videos via a network camera. Users can select image resolutions up to full HD (1920x1080), which is supported by all full HD LCD display models, to meet their operational needs.

The streaming receiver adapter BKM-FW50 offers a simple yet powerful digital signage solution to small businesses which require a cost effective system to promote their goods and services. In addition to its plug-in-and-play feature, the adapter allows you to directly stream videos and images from the server under the network environment.

Based on decades of expertise in professional display technology and today's advancements in LCD panel technology, Sony provides a range of public display products with 1080 Full HD resolution to suit different applications, locations, and operational needs. Featuring highly sophisticated and stylish looks, the slim-bezel models' extremely robustness and durability

extend their applications in more harsh environments. The display models are available in the screen sizes of 42”, 47”, 52” and 65”.

*\* PlayStation®3 console used in the Ziris Canvas digital signage solution is a customised version for digital signage.*

For customer enquiries please contact Sony sales and services hotline at (852)2909-1865.

#### **About Hong Kong Marketing Company**

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony’s consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony’s products and services, please visit its web site on [www.sony.com.hk](http://www.sony.com.hk).

#### **About make.believe**

“make.believe” (make dot believe) is a Group-wide brand message that unites Sony’s communications initiatives across electronics, games, movies, music, mobile phones and network services. “make.believe” symbolizes the spirit of Sony – the power of creativity, the ability to turn ideas into reality and the belief that anything you can imagine, you can make real.

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