

《Press Release》

4 November 2011

Sony Hong Kong introduces the first Sony Science Program Making of IC recorder develops children's creativity

Sony Hong Kong hosted its first Sony Science Program – “How IC Recorder Works” Workshop for 15 children from The Salvation Army Tuen Mun Integrated Service for Young People on 15 October 2011. The half day program consisted of experiments on exploring different sources of sound and the hands-on experience of making the IC recorder. With the guidance and encouragement from Sony Hong Kong's volunteers, every child successfully completed the making of IC recorder.

Both the children and volunteers encountered unique experience from the workshop. Billy Chan, one of the volunteers said, “A young girl from my group was so glad to have a chance to participate in the workshop and was proud to finish assembling the product by herself. She has recorded a warm blessing in the IC recorder for her father as his birthday present. I am touched to see that this workshop is very meaningful to the children as well as their families.”

Another volunteer Christy So, a member of Sony Hong Kong's Corporate Communications Department who also involved in organizing the workshop and coordinating with The Salvation Army said, “This workshop not only provide opportunity for children to build their own IC recorders and decorate them in funny styles, it also encourages children's creativity at young age and supplement to the conventional science teaching in schools.”

Ming who is the coordinator of The Salvation Army Tuen Mun Integrated Service for Young People said, “I find the workshop very useful and special to the children which such experience could broaden their vision. Through their active participation, we could discover the potential of the children that yet to be exposed.”

Towards the end of the workshop, all the children received their certificates of completion at the presentation ceremony. The cheerful faces of the children showed that the experience in turning complicated components into an IC recorder brought great satisfaction and helped them to build confidence. It also demonstrated the first-hand experience is essential to encourage curiosity in science exploration.

Sony Hong Kong has included the Sony Science Programme in its sponsorship project -the Academic Reward Scheme (“the Scheme”) which is organized by The Salvation Army Tuen Mun Integrated Service for Young People. Being the very first activity of the Scheme, it helps the participating children to explore their uniqueness and hence building their confidence and self esteem. It will be the milestone for them to realize their potentials and enhance their learning incentive.

~End~

About “make.believe”

"make.believe" (pronounce as 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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About Sony Science Programme

Sony has provided support for science education through a variety of initiatives taken by Sony Group of Companies both in Japan and around the world, as envisioned by one of Sony's founders, Masaru Ibuka. Started in 2009, Sony Science Program is the original educational workshop programme designed for children to learn about the principles and rules of Science through various experiments and crafts utilizing Sony's technologies and services. It is also aimed to give children an opportunity to encourage curiosity and nurture their creativity. (Please visit: <http://www.sony.net/SonyInfo/csr/ForTheNextGeneration/contentslist/ssp/index.html> for details)

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Sony Hong Kong's volunteers take a group photo with children from Salvation Army Tuen Mun Integrated Service for Young People and show their certificate



One of the volunteers act as the instructor to coach the children in making the IC recorder step by step



Volunteer works with the child to assemble the IC recorder with great care



The child is anxious to share his recordings with the volunteer



See how creative the child is by designing a prince costume for his IC recorder !