

Press Release

Sony Brings New “3D Experience” On Demand Streaming Service to Hong Kong *Delivering promotional video clips and trial content of movies, music, sports and documentaries in 3D for free*



3D Experience Channel on BRAVIA Internet Video

Hong Kong, November 23, 2011 – Sony Corporation of Hong Kong Limited today announced the launch of “3D Experience”, a new free of charge on-demand streaming service offering a range of promotional video clips and trial content in 3D, including highlights of “Harry Potter and the Deathly Hallows - Parts 1 and 2”, all in stunning 3D. The service¹ is now available to owners of 3D capable Sony BRAVIA LCD TVs, Blu-ray Disc Players and Blu-ray Disc Home Theater Systems² immediately after purchase and without registration.

“3D Experience” will provide instant access to an extensive range of 3D clips and trial content from a wide variety of genres, including movies, music, sports and documentaries, with about 50 titles^{*3} available at launch. Content available via this service will include highlights of “Harry Potter and the Deathly Hallows - Parts 1 and 2”, movie trailers from titles such as “The Amazing Spider-Man” and “Arthur Christmas” in 3D, and 3D music promotional video clips. Highlights

1: Internet connection speed of 10Mbps is recommended.

2: Sony BRAVIA LCD TV, Blu-ray Disc Players and Blu-ray Disc Home Theater Systems with 3D capability and “BRAVIA Internet Video”. Connection to 3D TV is required for Sony Blu-ray Disc Players and Blu-ray Disc Home Theater Systems.

3: May differ by country or region.

of the 2011 Wimbledon in 3D will be also available. Going forward, Sony plans to further expand the content line-up and promote “3D Experience” among content holders as a platform to showcase their 3D offerings.

Through “3D Experience”, Sony will provide an environment where users can actively discover and enjoy a variety of 3D content to further enrich their 3D entertainment experience.

For customer enquiries, please contact Sony sales and services hotline at (852)2345-2966.

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.

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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