

Announcement of New Brand “BRAVIA”

In the 50 years since television was invented, the black box has undergone remarkable transformations from analog to digital and from CRT to Flat Panel. This year for the first time ever in Japan, the number of LCD televisions shipped will exceed those of CRT televisions. This trend is set to become a worldwide phenomenon in the coming years.

In order to remain at the forefront of this revolutionary change and meet the growing demand of consumers, Sony has further enhanced its television business by incorporating its latest technological expertise into its new range of LCD televisions. These new generation LCD televisions are being launched under a new brand “BRAVIA”.

“BRAVIA”, which stands for "**B**est **R**esolution **A**udio **V**isual **I**ntegrated **A**rchitecture” represents Sony’s goal of providing products with superior resolution, which will appeal strongly to customers while enabling Sony to achieve business success. Sony is confident that “BRAVIA” will become as important and recognised as Sony’s Trinitron brand, and will symbolize high-resolution television for the digital flat-panel arena.

Not limited to just LCD televisions, the “BRAVIA” brand will also include a new generation of digital devices, enabling the growth of an even stronger brand.