

## Press Release

### Sony Unveils New Free Cloud-based Photo and Video Service - PlayMemories Online



- New 'All sync' feature enables limitless upload and storage
- New user interface allows easy organisation of photos
- Easily organise photos into an online photo book in different themes with just 3 steps
- Share your online photo books or special photo/video post cards through email or Facebook

**Hong Kong, November 28, 2013** – Sony today announced the launch of [PlayMemories Online](http://playmemoriesonline.com/) in Hong Kong, a free cloud-based photo and video service which gives you an unprecedented experience to easily sync, organise, recall and store all your memories.

Unlike other photo sharing services or storage services which compete by storage size, PlayMemories Online provides users with an experience that it brings “all memories” (photos) in one place and organises them intelligently.

A brand-new 'All Sync' feature automatically gathers all the photos stored on your smartphone, tablet or PC, uploading them seamlessly to your PlayMemories Online account. They are stored securely in the cloud in HD resolution – and there is no limit to the number of photos you can upload. Additionally, you can select your favourite images and movies stored on your mobile or PC and upload them individually in full resolution<sup>1</sup>. Then view your picture library any time, any place on a smartphone, tablet or PC. Devices applicable for PlayMemories Online in Hong Kong include Android based devices, iOS based devices, Windows 8 PC<sup>2</sup> and Web based.

The service has been expanded from 6 countries to 21 countries and regions. For Asia, the service is now available in Hong Kong and Taiwan.

To enjoy this free cloud based service, please visit <http://playmemoriesonline.com/> for registration.

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<sup>1</sup> Up to 5GB of personal space

<sup>2</sup> For PC running Windows 7 or previous versions, customers need to use PlayMemories Home

For customer enquiries, please contact Sony hotline service 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](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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