

SONY

Press Release

World Aquatics and Sony Launch Official Partnership to Elevate Aquatic Sports Worldwide through Cutting-Edge Technology

- The four-year agreement until 2028 will bring thrilling sports experiences for aquatics fans around the world -



Hong Kong, December 10, 2024 – World Aquatics and Sony Corporation ("Sony") today announced an unprecedented Official Partnership for the four years to 2028, which will transform the way aquatics fans engage with and consume aquatic sports.

Based on this agreement, Sony will support all World Aquatics competitions held through to the end of 2028 as an Official Partner, starting with the World Aquatics Swimming Championships (25m) from 10-15 December of this year in Budapest, Hungary.

World Aquatics, the international governing body for six aquatic sports – swimming, water polo, diving, artistic swimming, open water swimming and high diving – strives to develop all aquatics under the vision of "A world united by water, for health, life and sport." Sony aims to continue delivering Kando* to people worldwide under its mission to "Create the future of entertainment through the power of technology together with creators."

Both parties have a mutual understanding of their philosophies and will work together to apply technology to promote aquatics to a global audience.

Sony will further contribute to sharing the awe-inspiring moments of aquatics athletes' achievements with the world. World Aquatics' official photographers and videographers will use Sony's cutting-edge technology, including Alpha™ mirrorless cameras, versatile interchangeable lenses including G Master™ lenses, Cinema Line cameras and system cameras.

In addition, Hawk-Eye Innovations, a Sony group company with a proven track record of providing officiating services for global sports events, will help further contribute to fair competition management through video replay services.

Working alongside World Aquatics, Sony photographers will document the most memorable moments at marquee World Aquatics events, sharing these images with audiences worldwide. A [dedicated platform for the aquatics imagery](#) will debut in late December, allowing fans to access dynamic event highlights and exclusive medalist photo shoots.

World Aquatics President Husain Al-Musallam hailed the landmark agreement, stating: “I am extremely excited about this partnership. Working with Sony will bring new opportunities to World Aquatics and our athletes. Sony’s cutting-edge technology and commitment to excellence will elevate the experience of our competitions, capturing the intensity and artistry of aquatic sports in innovative ways that engage and inspire global audiences. Together, we are committed to enhancing our sports’ visibility, celebrating the achievements of our athletes, and giving our fans an unrivalled experience.”

“We are pleased to become an official partner of World Aquatics, which provides wide-ranging support to aquatics athletes and fans,” said Kimio Maki, President and CEO, Sony Corporation. “Sony will contribute to the development of aquatic sports by leveraging technology to enhance the *Kando** created by diverse athletes and creators and deliver it to fans around the world.”

**Kando* is a Japanese word that roughly translates to the sense of awe and emotion you feel when experiencing something beautiful and amazing for the first time.

Please click [here](#) for more information.

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

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 our website at <http://www.sony.com.hk>.

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