

SONY

Press Release

Sony Debuts at CON-CON HONG KONG 2026 Synergizing Technology and IP Culture to Deliver Unrivalled Entertainment Experiences



Showcase powerful "One Sony" Lineup Across Electronics, Anime, Music, Film, and Gaming

- **Immersive Experience** – Centred on the theme "BEYOND SENSES, BEYOND IMAGINATION", offering a multi-sensory entertainment feast
- **Exclusive King Gnu Music Experience** – Redefine audio enjoyment through innovative haptic technology, allowing visitors to feel the pulse of Sony's creative technology.
- **Anime Interaction** – Integrate popular IPs such as "Demon Slayer: Kimetsu no Yaiba", "Fate/Grand Order" with Sony's advanced digital imaging products, experience the charm of technology and animation.
- **Console Game** – "The Seven Deadly Sins: Origin", a popular anime-adapted PS5® title, paired with Sony INZONE professional gaming gear to deliver an immersive combat experience.
- **Exclusive Rewards** – Register as My Sony member and complete designated missions to redeem limited-edition keychains and enter for a chance to win a Sony ZV-1M2 camera.

Hong Kong, March 19, 2026 – Sony Hong Kong proudly announces its participation in CON-CON HONG KONG 2026, to be held from April 4 to 5 at AsiaWorld-Expo. CON-CON HONG KONG is the first Asia-wide cross-border IP, and trend culture festival originating from Hong Kong's cultural DNA. Gathering creative industries in toys, anime, music, fashion, and art from across the region. This exhibition marks a significant milestone as Sony Hong Kong unites its various business units for the first time in recent years, manifesting the "One Sony" core philosophy to deliver cross-platform synergy and a seamless entertainment experience for diverse audiences.

In line with the commitment to supporting creators' success, this exhibition is themed "BEYOND SENSES, BEYOND IMAGINATION," showcasing Sony's role as an Entertainment Creator. By

combining cutting-edge technology with world-class entertainment content, Sony aims to provide a one-stop immersive journey that empowers creators and users alike to explore the infinite possibilities of entertainment.

“We are delighted to present the power of ‘One Sony’ to the public through this Sony Expo, in collaboration with Sony’s business units including Sony Music Entertainment, Sony Interactive Entertainment, Sony Pictures Entertainment, and Aniplex. Sony positions itself not only as a product manufacturer but also as an entertainment creator.” said **Mr. Norihiko Sakura**, Division Managing Director, Sony Corporation of Hong Kong. “By combining Sony’s strengths in electronic technology and rich entertainment content, we hope to break boundaries and bring customers an unprecedented new experience, allowing every participant to fully experience the infinite possibilities created by the intertwining of technology and entertainment.”

Four Immersive Experience Zones



King Gnu Music x Haptic Technology: Breaking the boundaries of listening

Sony breaks through the limitations of mere auditory perception by introducing the latest haptic technology. Visitors enjoy tracks from the renowned Sony Music artist King Gnu, the venue's installation transforms the beats into subtle vibrations, allowing their bodies to move in rhythm and experience the power of the music from all angles.

“Demon Slayer: Kimetsu no Yaiba” Immersive Shooting Zone

Sony uses advanced virtual production and background synthesis, visitors can step into the "Infinity Castle" and become a member of Demon Slayer. Amidst the blend of reality and virtuality, visitors can record their own unique combat stances and experience the charm of technology combined with anime.



“Fate/Grand Order” Cosplay Portrait Shooting

Professional cosplayers will be present to bring iconic characters from “Fate/Grand Order” to life. Supported by professional studio lighting, fans can capture high-quality portraits of their favorite characters using Sony’s advanced Alpha series digital imaging gear in a professional setting.

The PS5® Gaming Zone

A must-visit destination for anime enthusiasts and gamers alike, offers hands-on demo of two popular anime-adapted titles on PS5® - “The Seven Deadly Sins: Origin” and “Demon Slayer -Kimetsu no Yaiba- The Hinokami Chronicles 2”. Complemented by Sony’s INZONE professional gaming gear, participants can experience the ultimate thrill of immersive combat with lightning-fast response and superior audio performance.

Exclusive My Sony Rewards

Participants can collect stamps by completing on-site interactive missions to redeem limited-edition keychains featuring iconic Sony products. Furthermore, participants who complete the event survey and submit the best answer will have the opportunity to win a Sony ZV-1M2 digital camera.

Exclusive Event Offers

Dedicated sales area featuring albums from Sony Music artists and exclusive offers on select Sony electronic products.

SONY EXPO @CON-CON HONG KONG 2026 Event Details

Dates: April 4 – 5, 2026

Time: 10:00 AM – 10:00 PM

Location: AsiaWorld-Expo, Hall 3, Booth A-001

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>.

Appendix: SONY EXPO @CON-CON HONG KONG 2026 On-site Activities and Rewards

Sony will host exclusive on-site activities during CON-CON HONG KONG 2026. Participants can redeem limited-edition gifts and have a chance to win big prize by completing designated tasks.

1. Sony Expo Limited-Edition Keychain Redemption

Participants must complete the following two steps to redeem one **Sony Expo Limited-edition Keychain** (Four unique designs, distributed randomly, while stocks last):

- Step 1: Complete Experience Tasks (Choose 2)
 1. Social Media Share: Post a photo of the Sony booth to Instagram Stories (Tag @sonyhongkong and use #SonyExpoConConHongKong2026)
 2. “Demon Slayer: Kimetsu no Yaiba” immersive shooting experience
 3. King Gnu Music x Haptics experience
 4. “Fate/Grand Order” COS Zone shooting with demo camera
 5. Play game at PS5® Gaming Zone
 6. Listen song using the headphones displayed in the Music Experience Zone
- Step 2: Register / Verify My Sony Membership
 - New Members: Scan the designated QR code on-site to register as My Sony member and opt-in for promotional updates.
 - Existing Members: Log in to your account and confirm opt-in status to receive promotional information.

2. Bonus Reward & Grand Prize

- **Bonus Keychain:** Complete the "Event Survey" to receive one additional keychain (limit one per person, while stocks last).
- **Grand Prize:** Participants who submit the most creative answer to the last survey question will stand a chance to win a Sony ZV-1M2 camera. (worth HK\$6,990).

3. “Fate/Grand Order” Cosplayer Performance Schedule

Professional cosplayers will be present at Sony booth during the event to portray iconic characters and interact with participants for photo shooting.

Performance Time	Character
12:00 – 12:15 / 12:30 – 12:45	Assassin
13:15 – 13:30 / 13:45 – 14:00	Assassin
14:30 – 14:45 / 15:00 – 15:15	Assassin
15:30 – 15:45	Assassin
16:00 – 16:15 / 16:30 – 16:45	Shielder
17:15 – 17:30 / 17:45 – 18:00	Shielder
18:30 – 18:45 / 19:00 – 19:15	Shielder
19:30 – 20:00	Shielder

Important Notes:

- Each participant can receive a maximum of two keychains (including bonus keychain from the survey).
- Keychains are distributed randomly in blind-box, while stocks last.

- Participants must present their completed mission cards and supporting (such as Instagram Stories, My Sony membership registration, etc.) to on-site staff.
- Cosplayer performance times are subject to change based on on-site conditions without prior notice.
- Sony Hong Kong reserves the right to amend the terms and conditions at any time.
- In case of dispute, Sony Hong Kong reserves the right of final decision.