



For Immediate Release

Contact: Lisa Davis, Sony Corporation of America; 212-833-6033;
lisa_davis@sonyusa.com

CELEBRATE SUMMER AT THE NEWLY RENOVATED SONY WONDER TECHNOLOGY LAB

*14 New Interactive Exhibits Designed to Celebrate 50 Years of
Sony Support for Education and Inspire the Next Generation of Leaders
In Media, Science, Technology and the Arts*

NEW YORK (July 13, 2009) – This summer, experience 14 new interactive exhibits at the Sony Wonder Technology Lab (SWTL), a state-of-the-art technology and entertainment museum open free to the public. The new exhibits are the result of extensive collaboration between Sony’s electronics and entertainment companies and more than a year of development and construction. SWTL is located at Sony’s U.S. headquarters at 550 Madison Avenue in New York City.

The multi-million dollar renovation features two floors and 6,200 square feet of innovative new exhibits designed to inspire young visitors to think about how technology enables them to create, communicate and collaborate with one another. Many of the exhibits also provide historical context for the technological evolution that is rapidly transforming today’s society.

“The multi-million dollar investment we’ve made in this facility reflects Sony’s ongoing commitment to education and the communities we serve,” said Sir Howard Stringer, Chairman, CEO and President of Sony Corporation. “The Sony Wonder Technology Lab is a manifestation of ‘Sony United’ in every sense. Bringing our content and technology together in this educational environment has enabled us to create a compelling and engaging experience for visitors of all ages.”

Visitors can design a unique digital profile at *Log In*; and explore the inner workings of digital devices at *How Devices Work*. They can learn tricks of the trade, create an animated character or design a computer-generated world in the *Animation Studio*. They can see their very own dance moves performed by their favorite Sony-animated characters in *Dance Motion Capture*. They can program a robot in the *Robot Zone*. And they can use haptic technology to “feel” what it is like to perform open heart surgery in the Lab’s *Virtual Surgery* experience. They can even become a part of a broadcast production team at *WSWL*, the Lab’s HDTV Production Studio, and learn about *digital signals, nanotechnology* and much, much more. (NOTE: A complete list of SWTL exhibits can be found at www.sonywondertechlab.com/vs-exhibits.html.) All of the interactive exhibits are activated using Sony’s FeliCa contactless IC (integrated circuit) cards provided to visitors at the entrance to the Lab.

As part of Sony Corporation’s ongoing commitment to environmental sustainability, the Sony Wonder Technology Lab is pursuing LEED (Leadership in Energy and Environmental Design) Silver certification from the U.S. Green Buildings Council. In addition to taking an environmentally conscious approach to construction, Sony has also worked hard to incorporate content into its exhibits that helps raise awareness of global environmental concerns while providing a glimpse of how technology is being used to help solve global challenges.

The Sony Wonder Technology Lab occupies 14,000 square feet and is fully funded by Sony Corporation of America. Its exhibits are targeted primarily to visitors aged 8 to 14. The renovated third and fourth floor exhibits are a result of a multi-year collaboration between Lee H. Skolnick Architecture + Design Partnership/Big Show Construction Management Joint Venture, Unified Field, and the following Sony companies and joint ventures: Sony Corporation; Sony Computer Entertainment America; Sony Electronics Inc.; Sony Ericsson Mobile Communications; Sony Music Entertainment; Sony Online Entertainment; and Sony Pictures Entertainment (including Sony Pictures Animation and Sony Pictures Imageworks). Media hardware systems were designed and implemented in

conjunction with Scharff-Weisberg, Inc. and Three Byte Intermedia, and lighting was developed in consultation with Available Light.

Over 200,000 people visit the Sony Wonder Technology Lab each year, and nearly 3 million have visited the space since it first opened in May 1994. Additionally, the Lab offers various educational programs consistent with New York City and State learning standards, as well as community-based events for diverse audiences to complement its permanent exhibits.

All exhibits are ADA compliant, and SWTL accommodates those with special needs, offering sign language tours and wheelchair accessibility.

The Sony Wonder Technology Lab is a free, four-story, interactive technology and entertainment museum for all ages. Located in mid-town Manhattan, SWTL inspires creativity in a high-quality, engaging, and family-friendly learning environment. By inviting visitors to experience the latest technologies in a hands-on setting, SWTL nurtures curiosity while awakening visitors to their own talent and potential. Through its permanent exhibits and innovative programs, including Sci-Tech workshops, ongoing screenings and associations with well-respected local non-profit and educational institutions, SWTL aims to educate and cultivate the next generation of leaders in media, science, technology and the arts. The Sony Wonder Technology Lab is open to the public Tuesdays through Saturdays, from 10:00 a.m. to 5:00 p.m., and Sundays, from 12:00 p.m. to 5:00 p.m. For more information, visit www.sonywondertechlab.com.

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