

press release

SONY WEGA PLASMA – FOR THE ULTIMATE HOME CINEMA EXPERIENCE



5th July 2002

Sony's new WEGA plasma TV offers one of the easiest routes to home cinema heaven for anyone who wants the best in TV and movie watching, with the minimum of fuss. Unlike other plasma monitors, Sony's **KZ-42TS1** WEGA plasma is equipped with a built-in tuner and speakers so there are no extra boxes to accommodate or messy cables to hide.

As a member of the Sony WEGA family, striking design is guaranteed, and the KZ-42TS1 is finished in silver and supplied with a convenient tabletop stand. An optional stand and the availability of wall brackets add to the storage and display flexibility this TV offers.

Sony's 'Real Digital System' technology provides cinema-like high definition digital quality to give better, sharper and more natural pictures. By incorporating a new bi-pixel conversion circuit, which has been developed exclusively for Sony flat panel displays, interlace signals are converted to progressive images of higher definition and, in the case of film generated sources, a Cinema Drive function helps to reproduce scene movement more naturally. In addition, an anti-reflective coating on the glass panels reduces light reflection and maintains outstanding picture contrast quality.

For more information or images, please contact:

Tajinder Sahota, PR Department, Sony United Kingdom Limited Tel: (01932) 816417 Fax: (01932) 817029 Email: Tajinder.Sahota@eu.sony.com Website: www.sony.co.uk

All Sony Plasma WEGA televisions feature connectivity with a range of other entertainment devices, such as DVD-Videos, VCRs, VAIO notebooks, Handycam camcorders, game consoles, tuners and other data sources to make the plasma television applications as flexible as possible.

A 32" version of this television (**KZ-32TS1**) is also available and both TVs are on sale now.

ENDS

About Sony

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to become a leading personal broadband entertainment company in the 21st century. In Europe, Sony recorded consolidated annual sales of EUR 14.76 billion (yen 1,609 billion) for the fiscal year ended March 31, 2002, based on an average market exchange rate for the same period of yen 109 to the euro. Sony Europe, headquartered at the Sony Center, Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 9.36 billion* for the fiscal year ended March 31, 2002. Sony United Kingdom Limited was founded in 1968 and is responsible for the hardware areas of Sony's UK business, incorporating consumer, broadcast & professional, computer peripherals & components and recording media & energy products, as well as all UK manufacturing.

For more information on Sony United Kingdom Limited, please visit: www.sony.co.uk

(*Figures for the cellular phone business from October 1, 2001 are excluded from Sony Europe's consolidated sales.)

'Sony', 'WEGA', 'Handycam' and 'VAIO' are registered trademarks of Sony Corporation, Japan