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## Enhancing the World of 4K in the Home by expanding 4K Product Lineup and Enriching 4K Content Environment

### Consumer 4K Products

New televisions, home theater projector and camcorder models have been added to Sony's growing 4K product lineup in order to enrich the world of 4K in the home. Sony is also increasing the ways in which users can enjoy 4K content, through measures such as increasing compatibility with new codecs as well as allowing users to easily output 4K images from their digital cameras.

### Expansion of 4K BRAVIA® TV lineup

- Sony's "PlayMemories Online" cloud-based service for photos and videos which can be used to display 4K photo images on 4K BRAVIA TVs, continues to evolve. It allows users to view photo collections built up over the years and albums that have been shared by friends and family in a 4K slideshow format with background music right from the home screen, just like watching a TV program.

- The availability of the service, which started from 6 countries at launch in April 2012, will be expanded to 27 countries and regions starting in January, 2014.

#### **Collaboration with the online photo community “500px”**

- 2014 4K BRAVIA models will have access to the premier photo community “500px,” enabling BRAVIA customers to access and enjoy high-quality 4K photos from around the world easily, through their TV.

#### **Supporting 4K content production at the 2014 FIFA World Cup™**

- For industry and broadcast professionals, Sony also provides key products, systems and workflows from shooting to viewing with its comprehensive 4K live production solutions.
- Sony will be providing technical support to enable the 2014 FIFA World Cup final to be produced in 4K.

Sony will continue its Group-wide collaboration and initiatives together with partners to expand the growing 4K ecosystem, and continue to advance and enrich the 4K viewing experience.

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#### **À propos de Sony Corporation**

Sony Corporation est une société créative de divertissement reposant sur de solides fondations technologiques. Dans tous ses univers (jeux, services en réseau, musique, imagerie, produits électroniques, semi-conducteurs ou services financiers), Sony poursuit le même objectif : remplir le monde d'émotions en conjuguant le pouvoir de la créativité à celui de la technologie. Pour plus d'informations, visitez : <http://www.sony.net/>

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