

SONY

MEDICAL

BROADCASTERS

EDUCATION

JUSTICE

CORPORATE and
GOVERNMENT

FINANCIAL
INSTITUTIONS

Videoconferencing Solutions

IPELA

INTEGRATED VISUAL COMMUNICATION

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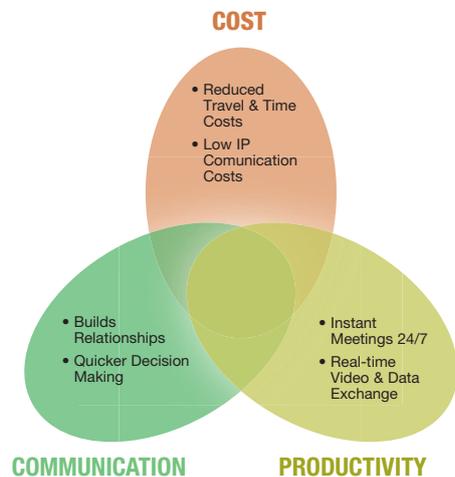
The concept of videoconferencing is not a new one – it has been around for nearly half a century and is continuing to evolve. One of the earliest videoconferencing systems, the AT&T Picturephone, was built in 1956 and introduced at the New York World's Fair in 1964. Since that time, the industry has developed and matured into what it is today.

With the advent of IP networking and IP telephony solutions, videoconferencing today has become more widespread and affordable than ever before. In the information age, we need to share greater volumes of information as quickly and as cost-effectively as possible with people in different locations around the world.

This need for more effective communication has driven the need for better videoconferencing systems – systems that can make you feel as if you are meeting face to face, systems that allow you to share data seamlessly and systems that are as easy to use as a telephone.

VIDEOCONFERENCING

In almost every market sector, it lowers costs, increases productivity and improves communication, helping organisations to achieve their ultimate goal: **IMPROVE THE BOTTOM LINE.**



THE VIDEOCONFERENCE LINEUP

Who Can Benefit From Videoconferencing and How?

Broadcasters

Broadcasters are finding videoconferencing systems to be powerful and reasonably priced tools for providing their viewers with instantaneous live interviews with people around the world. They can connect to remote locations using a videoconferencing system and simply feed the audio and video from the system to a switcher to be broadcast in real time.

Financial Institutions

Videoconferencing is finding a role in bringing customers closer to financial institutions. In modern banking, for example, a customer can access an ATM system and instantly be connected to a call centre representative, who can provide real-time live information, including assistance, account details and financial advice.

Justice

Due to increased courtroom and travel costs and in response to security risks associated with prison systems, videoconferencing is becoming an alternative communication method in the judicial system. Videoconferencing can provide a lower-cost and safer method of visual communication among courtrooms, prisons, hospitals and other locations, for anything from video arraignments, virtual courtroom appearances for witnesses, psychiatric evaluations to expert witness testimony.



Why Buy Sony?

Sony has been actively developing and selling videoconferencing solutions since the late 1980s. Since that time, Sony has achieved great feats.

As an INNOVATOR ...

Sony was the first manufacturer to:

- Introduce a multipoint videoconferencing capability built into an endpoint with the PCS-5000
- Offer MPEG-4 AAC (14 kHz high-quality audio), H.264 standards-based coding and a 6-site multipoint option in a mid-range endpoint with the PCS-1P
- Introduce a 20-inch widescreen display in an all-in-one system with the PCS-TL50P
- Enable audio and video recording onto removable media (Memory Stick™) with the PCS-G70P



1997

PCS-5000

First Endpoint With a Built-In Multipoint Videoconferencing Capability

As a PRODUCER ...

Sony has consistently demonstrated the ability to design and develop state-of-the-art systems to meet the needs of almost every user. From the all-in-one business personal PCS-TL30P to the PCS-G70P, one of the most powerful systems on the market today, Sony continually develops endpoints with exceptional features, high reliability and with meticulous detail in design that customers demand and expect from Sony.

In addition, Sony focuses on our customers' total solution by offering systems and software that allow Sony endpoints to be seamlessly integrated into a fully functional end-to-end videoconferencing system.



2003

First Mid-Range System With MPEG-4 AAC Audio, H.264 Standards-Based Coding and a 6-Site Multipoint Option

PCS-1P

As a LEADER ...

Sony will persistently innovate and unyieldingly pursue perfection in the videoconferencing arena.

With technology advances and improvements driven by customer needs, Sony will lead the way to make videoconferencing a way of life for every customer. And with the introduction of each new videoconferencing system, Sony will conform to the IPELA three-pronged concept of reality, intelligence and usability.

IPELA



2005

PCS-TL30P

First All-in-one desktop Video Communication System

IPELA

Business is changing. The vision of integrated visual communication is becoming a reality with Sony IPELA – suite of intelligent IP-based Network Video Monitoring and Videoconferencing products and solutions.

Sony IPELA utilises the rapidly expanding global IP broadband network and advanced high resolution imaging technology to offer visual communications systems that enable customers to realise the Sony vision for the workplace of the future, where better business decisions are made as a result of enhanced, real-time person-to-person and location-to-location communication.

Sony IPELA Videoconferencing solutions offer customers a complete range of great-looking, affordable and simple-to-use conferencing systems, from compact all-in-one systems to high-end solutions with advanced capabilities. All Sony IPELA Videoconferencing solutions enable groups and individuals to share high quality voice, video and PC data cost-effectively over IP.

The Sony PCS-TL and G Series are the latest additions to the IPELA line-up and bring enhanced communications to meeting rooms and the executive desktop, empowering users to improve communications. They are based on industry standards and can therefore easily be integrated into the corporate network.

Reality

- High video & audio quality
- Effective, live personal communication
- Personal solution at an affordable price

▶ **As close as you can get to a face-to-face meeting**

Intelligence

- Quality of service maintains video and audio levels
- Recognises wide range of protocols
- Embedded security

▶ **Your applications are enhanced by technology**

Usability

- MemoryStick Support
- Easy to set-up, easy to use
- Intuitive Graphical Menus

▶ **Make it easy to get your videoconference up and running in a matter of minutes**

What Are Our Customers Saying About Us ?



GOVERNMENT

Russian Ministry of State for Nuclear Energy and Rosenergoatom, Russia

"Rosenergoatom's key requirement was to be able to keep in touch and up-to-date on the latest developments in their power stations from their head office in Moscow. Sony's VC solution is the best in the market and means that the company's key executives can conduct vital, face-to-face meetings securely, using the highest quality video and audio and without any loss of time or the expense of traveling."

Maxim Moukhanov

Deputy Director of BusinessMedia Ltd.

"Working with BusinessMedia Russia, the Ministry's requirements were clear and experience showed us that the PCS-TL50P system best fitted the quality, ease of use and speed needed."

Alexander Zelikov

Product Manager, B-2-B Communications

EDUCATION/CORPORATE

Rutgers University, U.S.A

"In the past, driving to and from in-person meetings has been the first, preferred method for our deans to gather together and changing such embedded habits is difficult. Fortunately, advances in videoconferencing technology have come along at this crucial moment. Being able to connect 'face-to-face' from your desktop with the ease of operating a telephone beats sitting in the car for endless hours."

"Adding desktop videoconferencing into our communications mix reduces our reliance on in-person meetings, but the benefits go beyond just travel time saved. It reduces stress and increases productivity, improving the quality of our work experience."

Dr. Raphael J. Caprio

Vice President for Continuous Education and Outreach – Rutgers University

EDUCATION

Naresuan University, Thailand

"Since deploying the Sony system, the relationship between staff and teachers are much closer and they can easily gather together to make decisions more effectively. Thanks to face-to-face dialogues, professionals from different parts of Thailand can also share their experience and opinions with students via e-learning classes, which increase students' interest and attention."

"The PCS-G70P's excellent video and audio quality means the students feel no difference whether the teacher is physically in the classroom or elsewhere in the country."

"The key reason why we chose Sony was because Sony's PCS series products deliver high quality, advanced features and because of the product's proven reliability."

Mr. Poatawat Vilaihongsa

System Integrator, Lanna Com Co., Ltd.



► PCS-G70P

- Large Conference Rooms
- Auditoriums
- Executive Conference Rooms



► PCS-G50P

- Small Conference Rooms
- Medium-sized Conference Rooms



Corporate and Government

Many corporations and governments are turning to videoconferencing for a number of reasons; the most obvious of which is to increase productivity. Videoconferencing systems – both conference room and business personal systems – can close the communication gap between business people who are separated by distance. With modern videoconferencing systems, a "face-to-face" meeting can be held as easily as a phone call is made. And with business personal systems, telecommuters can be closer to their parent company.

Education

With advances in technology and the push for globalisation, distance learning is becoming more widespread than ever before. Videoconferencing can play a role in all forms of education. Students can communicate with their peers around the world for cultural exchange and internationalisation. In higher education, courses offered at a main campus can not only be shared with satellite campuses and remote learning facilities, providing interactive education in real time, but they can also be streamed over a network so that remote students with Web access can view the lectures as well. This also allows eminent professors to reach larger audiences and can increase school notoriety and enrollment. In addition, videoconferencing can play a vital role in improving communication among administrators, professors, staff and students.

Medical

Medical advances have changed the way doctors treat patients. Likewise, advances in communication have changed the way doctors share information. Videoconferencing is now becoming a powerful medical teaching tool, allowing doctors to share medical and surgical procedures with colleagues and medical students around the world. Not only can videoconferencing be used for face-to-face communication among colleagues, it can be used to broadcast medical lectures and live images of operational procedures.





MEDICAL

Gladstone Hospital/University of Queensland, Centre for Online Health (COH), Australia

"In the middle of 2004 we were advised that the Gladstone hospital could not recruit a specialist paediatrician and were asked if we could provide services via videoconferencing. My idea was to somehow dress up the videoconferencing unit and make it non-threatening and easy to communicate with kids. My original sketch looked like a Doctor Who Dalek but kids these days didn't recognise it, so it is more like a Star Wars robot now."

"We can zoom in with our camera and clearly see the back of a child's throat so we can see the detail we need. We have had some very nice feedback from senior doctors who have noted how this technology has improved over previous systems."

Professor Richard Wootton

Director of Research.

"Regional hospitals like ours are faced with an acute shortage of specialists. So any help we can get through systems like ROY are very welcome. It is early days yet and we are still exploring the possibilities but it is working well."

Robyn Goffe

Gladstone Hospital Manager.

BROADCASTERS

The Seven Network, Australia

"The technology allows us to have meetings with remote colleagues without having to spend time and money on flights. It makes sense to utilise our data network for meetings and we can still see the nuances on the face of the recipient that you can't see on phones."

David Watts

Seven Network Telecommunications Manager

The NFL Network, U.S.A

"This solution is the most high-quality, reliable and cost-effective way for NFL Network to go live to any location at any time. The power and reliability of IP-based broadcasting proved its value during the work NFL Network did during last year's training camps. Deploying the Sony solution is the natural next step and a great complement to our traditional broadcast tools."

Peter Brickman

The NFL's Senior Director of Broadcast Operations and Technology

The NBA-TV, U.S.A

"From the beginning, Sony has been dedicated to improving this product for our application. What's really powerful is that they know broadcast technology and videoconferencing. A typical videoconferencing company simply would not understand the language we broadcasters use."

"Our NBA-TV producers love it and want to use it more and more. I've received a lot of calls from other broadcasters wanting to know what we're using so they can add it themselves."

Steve Hellmuth

NBA Entertainment's Senior Vice President, Operations and Technology

FINANCIAL INSTITUTION

Altamira Investment Services Inc., Canada

"Our Sony PCS-1P videoconferencing solution features Sony 32-inch monitors with audio-visual cards in both Toronto and Montreal. These allow us to mutually gauge participant's reactions and solicit questions or information as required. It's the next best thing to being there."

Glenn Cooper

Director of Communications

PCS-1P

- Small Conference Rooms (Entry Model)
- Small CODEC for Custom Installation



PCS-TL50P

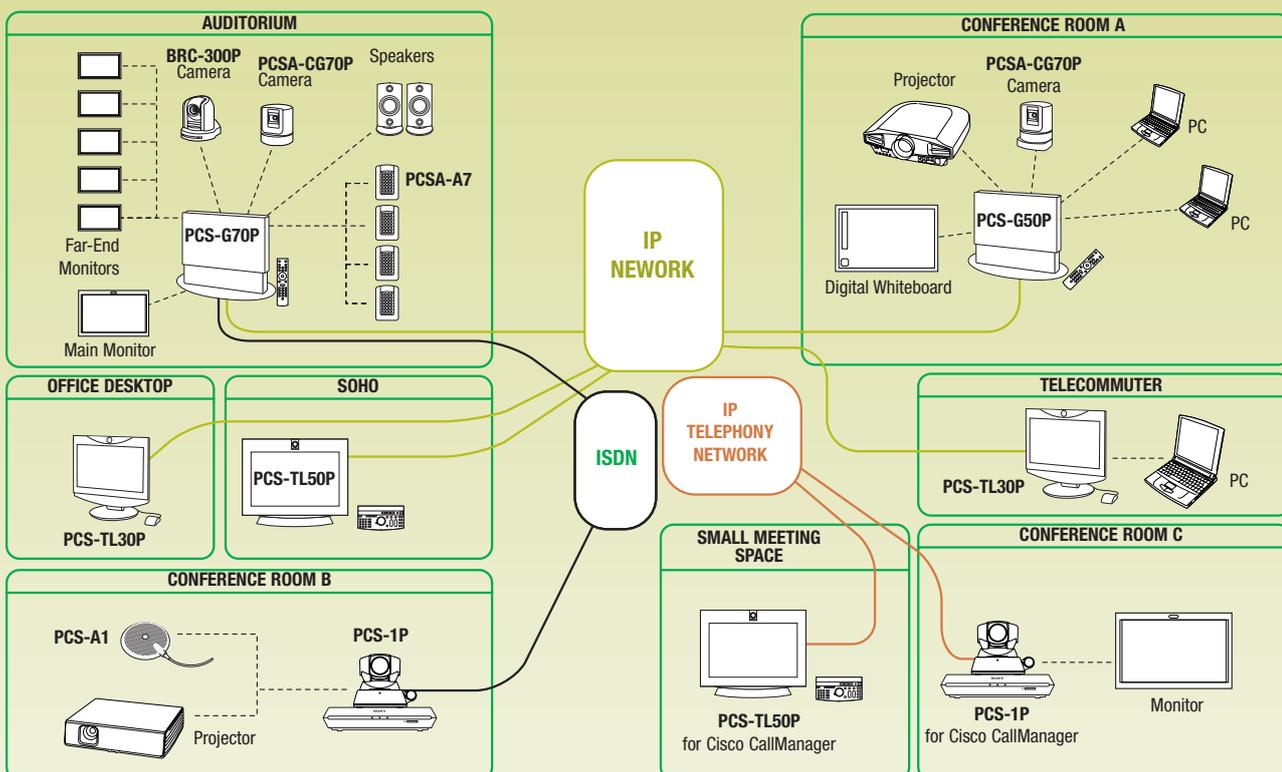
- Executive Desktop
- Small Meeting Spaces
- SOHOs
- Remote Offices



PCS-TL30P

- Personal Use (Desktop)
- SOHOs

Sony Videoconferencing Solutions



Services from Sony: working with you, working for you.

Recognising that every company and every challenge is unique, we offer a complete and comprehensive range of services all the way through consulting, planning, financing, implementation, training, servicing, maintenance and support. Choose exactly what's right for you, when and where you need it.

- Sony Professional Services: Tailor-made design, installation and project management of audio-visual and IT (AV/IT) systems using skills developed over 25 years of systems integration.
- Sony Financial Services: Innovative and flexible finance solutions designed to meet budgetary and financial requirements and constraints, enabling businesses to always have the most current technology.
- Sony Training Services: A range of off-the-shelf or customised training services from basic operation through to high-level technical maintenance.
- Sony Prime Support Services: Fully integrated and customised support for products and systems throughout their operational life, combining proactive and reactive technical services.

Not all services are available in all countries. If you'd like to find out more about what we do, who we do it for and how we do it, visit www.sonybiz.net or contact your local Sony office.

Frost & Sullivan Opinion on Sony*

- "Sony is widely regarded in the region and has a superior brand name amongst consumers."
- "Excellent picture and sound quality have been rated by most users as key features for purchase of the Sony videoconferencing solution."
- "Over the last two years Sony has been strengthening its position gradually across several markets and will be a major contender in the regional videoconferencing market"

*These statements were made by Frost & Sullivan in reference to videoconferencing in the Asia Pacific market.