

SONY

Creating solutions
for your business

Professional Services

www.sonybiz.net/services

About Sony Professional Services

- Sony Professional Services, a division of Sony Europe, delivers end-to-end Audio-Visual (AV) and Information Technology (IT) solutions to the broadcast, healthcare, retail, large venues and transport sectors. Building on over 25 years experience in broadcast systems integration, the Sony Professional Services team offers an unrivalled depth and breadth of skill in designing, installing and supporting systems that solve today's business challenges and seize tomorrow's opportunities.

Imagine a high definition television production studio designed and delivered in record time to broadcast a major sports event. Or a department store with a network of plasma screens each delivering a specific message to shoppers in any given section. Or high definition video coverage of keyhole surgery – stored for patients, doctors and students. Or a football stadium made safe by an integrated network of security cameras so sharp they can zoom in on the print of a newspaper being read at the other end of the ground.


And now imagine that you could afford this for your business.

The world has come a long way since the first attempts to integrate video equipment with IT systems. Today it has moved from being a high-end luxury to an affordable 'must-have' for many organisations. We call it AV-IT and, thanks to our 25 years of systems integration and sector experience, we have helped hundreds of customers take advantage of its commercial, brand and financial benefits.

Our customers include public and private sector organisations across many different markets in Europe, the Middle East and Africa, Eastern Central Europe and the Commonwealth of Independent States. But they all have one thing in common. They all want to stand out – as doctors, as broadcasters, as retailers, as venue managers – and they all want to succeed. We help them achieve this by designing, delivering and supporting tailor-made AV-IT solutions that truly meet their business objectives.

Now it is our turn to help you
sharpen your image and stand out
from the competition.





Opening a window to the very best in AV-IT systems expertise




We work with our customers to understand their business objectives, their workflows and their requirements. We assess how AV-IT can help deliver results to support those objectives and design the right solution to make it possible for our customers to exceed them.

This involves the creation of a system architecture, the preparation of blueprints, the design of the right support package and, where appropriate, the provision of financial instruments.

We then build the solution, drawing on our 25 years of experience in systems integration and the extensive pool of knowledge and expertise within Sony, using both Sony and other products and applications.

And finally, we stay close to our customers after the delivery of the solution by providing tailor-made support services, such as monitoring and reporting, as well as training, managed services and maintenance.

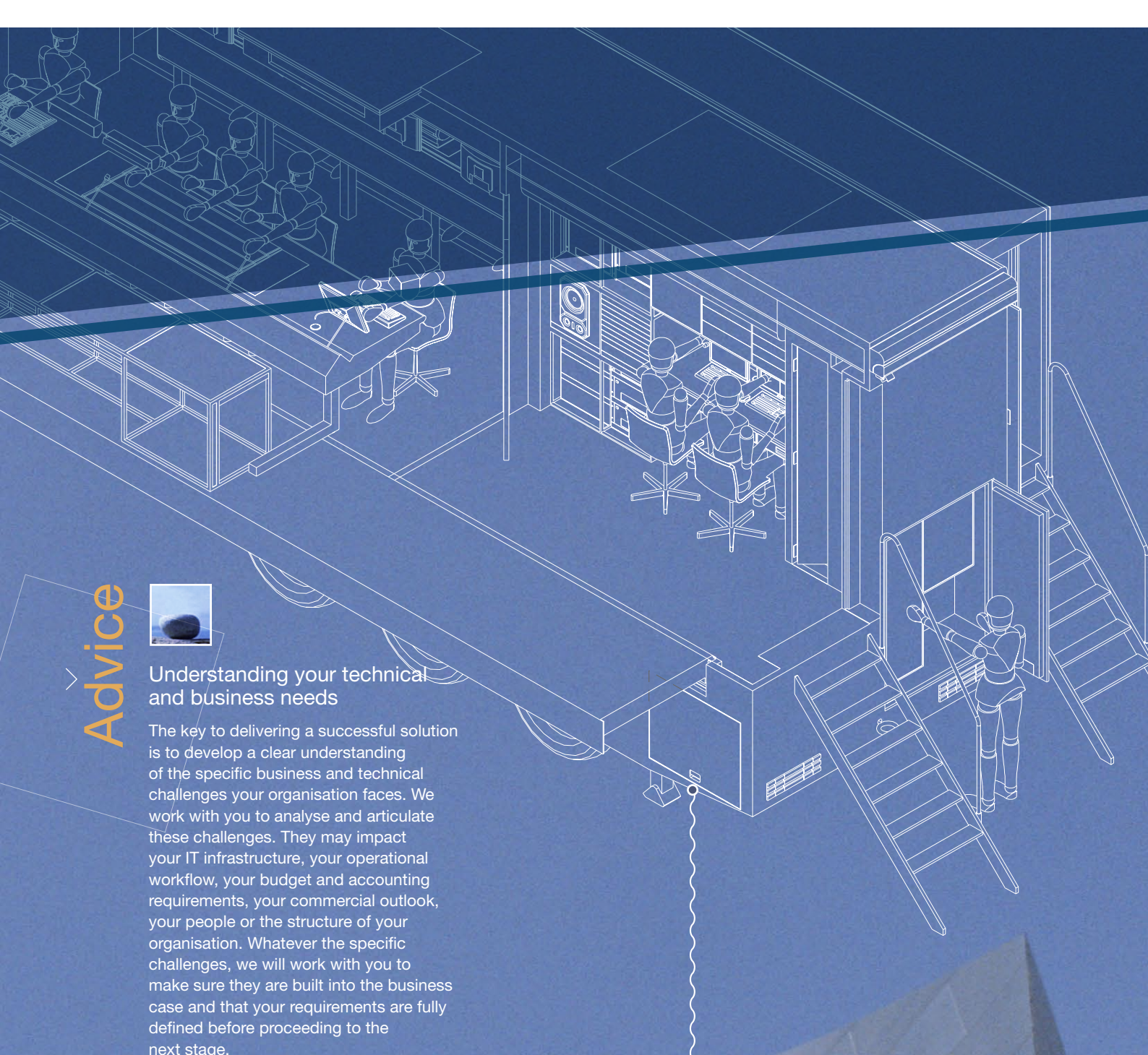


Engaging with
customers where we
can deliver the most
value

› Our mission is to create value for your business. Thanks to our extensive range of services and our team of AV-IT and sector experts, we can engage at any stage of a project. You can use us when and where you need us, whether it is to conduct workflow analysis or to prime contract the design and delivery of a complex AV-IT system.

We adopt a four stage approach to our engagement with you:

- Advice
- Design
- Implementation
- Support



Advice



Understanding your technical and business needs

The key to delivering a successful solution is to develop a clear understanding of the specific business and technical challenges your organisation faces. We work with you to analyse and articulate these challenges. They may impact your IT infrastructure, your operational workflow, your budget and accounting requirements, your commercial outlook, your people or the structure of your organisation. Whatever the specific challenges, we will work with you to make sure they are built into the business case and that your requirements are fully defined before proceeding to the next stage.



Live Production in High Definition

Solution architects from Sony worked with tv productioncenter Zurich (tpc) to take the leading Swiss broadcaster into the new age of High Definition (HD) TV. The first deliverable is the design and build of a fully HD-compliant outside broadcast van. This will be used for cultural events such as

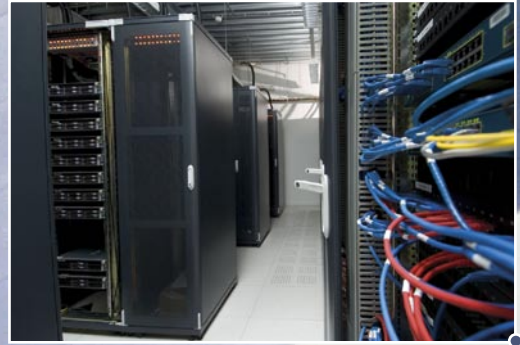
operas and concerts, as well as for major sporting events such as the 2006 Winter Olympics in Turin. Thanks to a shared vision of the future of HDTV and detailed consultation on their business and technical needs, Sony has positioned tpc as a front-runner in HD production.



› Converting the business case into a detailed project plan

We work with you to turn the fine print into the blueprint for success. As well as scoping out the whole project, we help you define the right systems architecture and operational workflows. We are able to offer service level agreements to reduce your exposure to risk. Where appropriate, we draw up structured financing proposals to meet your budgetary and accounting needs.

Design



The Digital Operating Theatre of the Future

St Olav's Hospital and the Norwegian University of Science and Technology have engaged Sony, Siemens and Olympus to design and deliver a solution that will enhance patient welfare, improve medical training and boost hospital efficiency. All this thanks to the creation of an integrated HD video and image processing system

in the hospital's operating theatres. In addition to generating very detailed images from operations, the output will be stored digitally and can be shared with medical staff and integrated with other digital patient archives. The design of the solution puts patients first – and positions St Olav's as a leader in the application of medical technology.

Managing the Best in Broadcasting

Sony provides NOB, the Dutch broadcast facilitator, with the systems integration expertise for a major project designed to digitise the production, transmission and archiving of broadcast content. The project delivers a totally integrated work process for programme makers, researchers and editors. In association with Netherlands Public Broadcasting (NPB) and the Netherlands Institute for Sound

and Vision, NOB is setting up a technology framework that will enable Dutch public broadcasters to benefit from substantial cost efficiencies in the way they run their operations in future. The project will be focused initially on the playout and archival operations for the three public TV channels in the Netherlands, that involve separate broadcasting organisations licensed by NPB to schedule programming on public TV.



Delivering results through expert project management and systems integration

Implementation

The real value comes with the implementation of your solution. We develop, design and deliver the application, the selected hardware, software and related services, according to the agreed blueprint. We help you manage any risks associated with the project through the use of well proven project delivery methods. In addition we can help you to pay for the system with tailor-made financing, insurance and other related packages. We also deliver training to ensure that your staff fully understand the new system and the impact it will have on their work. We are as happy to take responsibility for the entire project including third party sub-contractors and vendors, or simply to deliver and install the equipment you need.



Implementation

Putting Sky News on the HD Map

In the real-time world of news broadcasting, round-the-clock reliability is everything. This is key for satellite broadcaster BSkyB, who has asked Sony to build a new HD studio for its London broadcasting centre. Installation is one thing, but having staff fully trained in HD technology

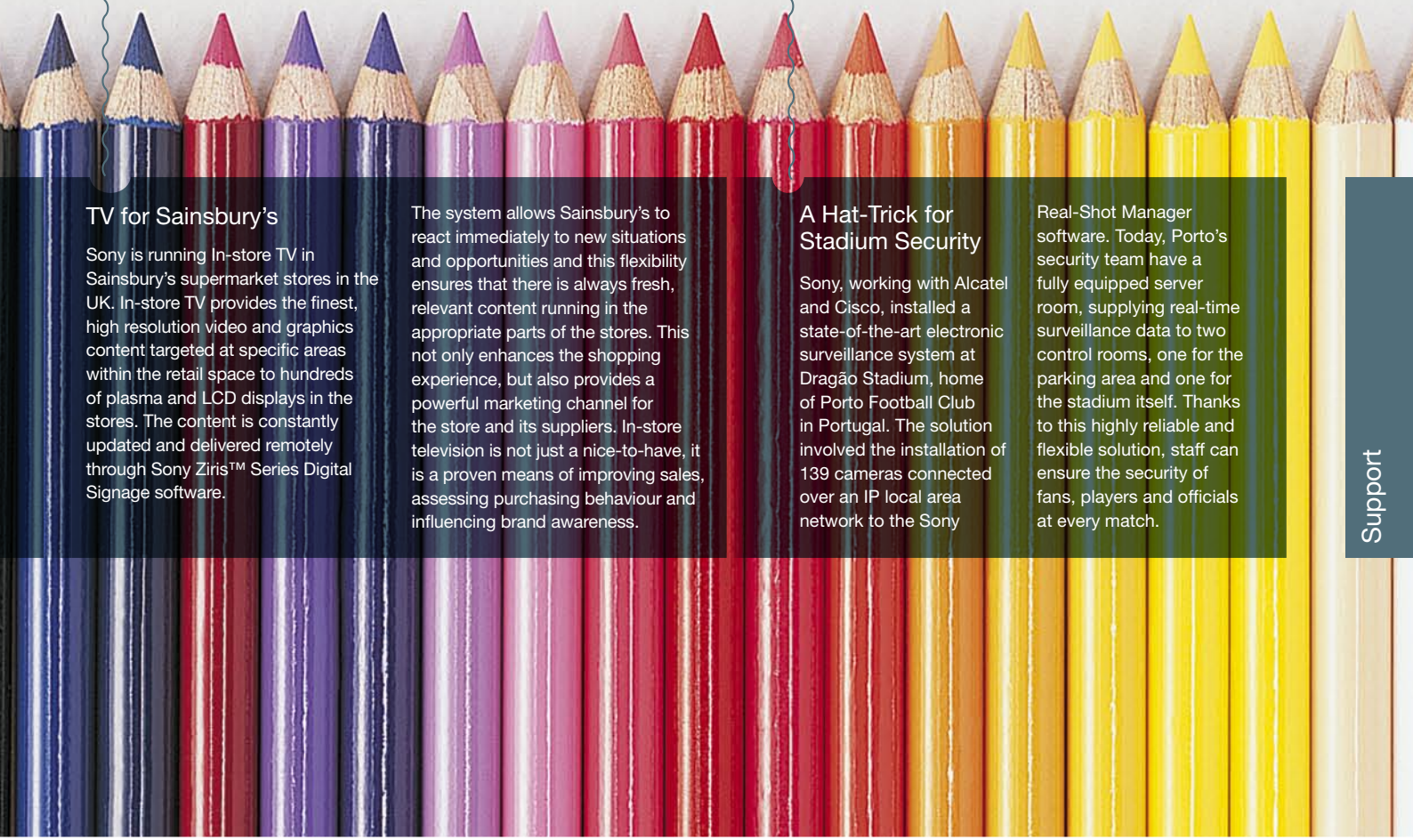
and having access to 24/7 support is quite another. It is the difference between success and failure. The training package provided by Sony equips BSkyB staff with the knowledge, the skills and the confidence to deliver high quality HD content to viewers day and night – and the support service gives them the assurance that they will be firmly on the map as an HD innovator.



› Ensuring you get the expected return on your investment

Support

We work with our customers to ensure that the solutions we install deliver the expected functionality and business results – and that they continue to generate value. We provide state-of-the-art monitoring systems, regular health checks and scheduled routine maintenance. For added peace of mind, we offer a set of fast, reactive services, from advanced parts exchange to rapid onsite intervention, drawing on our pool of specialist support professionals. As well as anticipating and solving technical issues, we can offer financing solutions, technology upgrades and expansion. Our approach to supporting, managing and measuring your system gives you control over the success of the installation – and allows your business to grow securely.



TV for Sainsbury's

Sony is running In-store TV in Sainsbury's supermarket stores in the UK. In-store TV provides the finest, high resolution video and graphics content targeted at specific areas within the retail space to hundreds of plasma and LCD displays in the stores. The content is constantly updated and delivered remotely through Sony Ziris™ Series Digital Signage software.

The system allows Sainsbury's to react immediately to new situations and opportunities and this flexibility ensures that there is always fresh, relevant content running in the appropriate parts of the stores. This not only enhances the shopping experience, but also provides a powerful marketing channel for the store and its suppliers. In-store television is not just a nice-to-have, it is a proven means of improving sales, assessing purchasing behaviour and influencing brand awareness.

A Hat-Trick for Stadium Security

Sony, working with Alcatel and Cisco, installed a state-of-the-art electronic surveillance system at Dragão Stadium, home of Porto Football Club in Portugal. The solution involved the installation of 139 cameras connected over an IP local area network to the Sony

Real-Shot Manager software. Today, Porto's security team have a fully equipped server room, supplying real-time surveillance data to two control rooms, one for the parking area and one for the stadium itself. Thanks to this highly reliable and flexible solution, staff can ensure the security of fans, players and officials at every match.

At your service

Whatever you wish to achieve, take the time to talk to us. Whether it is to discuss the challenges of an ongoing project requiring additional expertise or to help think through a new project, we'd like to hear from you.

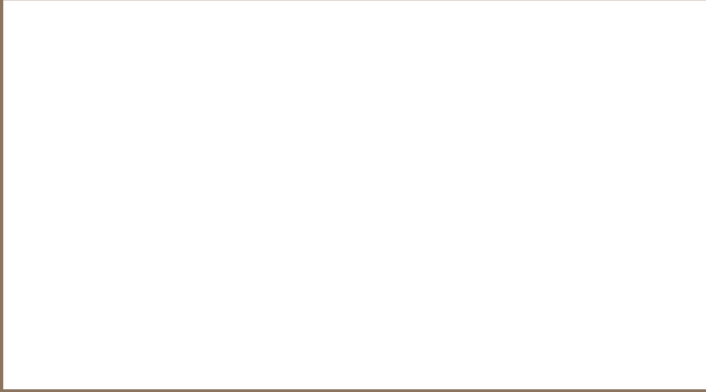
You can contact us directly through your dedicated Sony account manager or your local Sony sales company.

Alternatively, fill in our enquiry form online and we will find the best person to contact you and discuss your project. If you do not have online access to this form, please call us on **+44 (0) 1256 48 3692**

Or email us at: professional.services@eu.sony.com



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