

Sony back with

IBC heralds PSE broadcast business recovery as supply returns to normal and fantastic new products



RECALLING SIR HOWARD Stringer's words at IFA just a week before, Naomi Climer, Vice President, PSE, opened IBC with the rousing statement: "This year, we at Sony have been flooded, flattened, hacked and singed . . . but that was yesterday. The summer of our discontent is behind us!"

And so it felt at IBC. A record-breaking attendance of more than 50,000 confirmed IBC as the single most important meeting place for the European broadcast and media industry and none can have failed to be impressed by Sony's exhibition in the new Elicium Hall that we have now made our own.

With more than 30 per cent floor space than last year and a wide range of fantastic products and solutions showcased, Sony announced it is back in full supply flow and with ground-breaking new products being introduced in the second half, the future looks bright.

Under the banner "Believe Beyond HD", Sony demonstrated technologies and solutions that will take customers beyond HD to even more exciting content worlds such as 3D and 4K.

This was an opportunity to demonstrate our customer-centric approach and so, rather than build our stand by product families, we built it by customer segments – Live Production, Newsgathering, Media Solutions – areas that customers would recognise as tuned to their specific business and application needs.

One example of the widespread positive coverage is this quote from the FDT: "Best lit and art-directed booth in the history of IBC (and NAB): Sony's F65 interior living room set, with a single source 18K coming

through the camera-right window. Lots of contrast, the way it was meant to be—instead of the customary flat ring of fire that can be measured with a thermometer, not a light meter. Artfully lit by British Cinematographer Steve Lawes."

This feedback highlights the benefit of having had specific sets (four in total!) designed for different shooting needs. The same journalist went on to report:

"Sony F65 surprised everyone with an astonishingly low price (much lower than previous CineAlta cameras) for this 35mm format 16:9 4K+ camera. You could sit in the front row of Sony's screening room and not see any noise in the demo footage"

If the F65 4K Camcorder emerged as the star of the show it had stiff competition from our new 3D Camcorder, OLED displays and FX100 Camcorder, to name but three which attracted constant crowds.

Also, XM Pilot and Media Backbone demonstrated that Sony is becoming an industry leader in developing content management workflows and asset management tools from news gathering to multi-media enterprise solutions.



Winning ways – the team which won the IABM Peter Wayne award

SUSTAINABILITY GROWING

Lots of consumer market research is showing that environmental considerations are an increasingly important part of purchase decisions, said Naomi Climer in the panel discussion.

Sony is making efforts on all levels – product design, system architecture, research into alternative power sources, biodegradable materials etc as well as internal efforts from car sharing schemes to energy reduction drives.

Naomi said: "We need to get together as an industry to drive for improved environmental efforts. The manufacturers will do it more quickly if more customers demand it. Currently the extreme competitive pressures make it tougher to achieve without collective action."

WE WON AWARDS TOO

We won two SVG (Sports Video Group) awards for outstanding achievement in stereo 3D for the Ryder cup and Wimbledon. We also won the prestigious IABM Peter Wayne award for the BVM-E250 TRIMASTER EL monitor – see picture below.



THE POSITIVE RESULT

What was the result of all this work and investment? The AV/Media and Solutions teams worked day and night to create and develop new or existing business potential. The Salesforce.com tool is currently being populated with all potential or closed business.

We are measuring pre-and post-show perception shifts, monitoring stand flow patterns and also registered thousands