

a BANG!

come to market

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Many - too many to mention! - people across PSE and PSG worked tirelessly to deliver and leverage the Sony IBC presence. The success we achieved was a direct result of the teamwork between the different groups. Congratulations to everyone who contributed. Let's use this as a springboard to a great second half!”

Naomi Climer



XDCAM EX product engineer Ichiro Sudo, who designed the TD300

Theatre adds drama

Sony's eye-catching stand was designed with a clear 'Customer First' focus in mind.

It achieved this by grouping products in key customer application segments. This enabled Sony to not only demonstrate its responsiveness to customer needs but also its unique technology leadership.

The six key areas were:

- Corporate & Event Production
- Mainstream Production
- Media Solutions
- News Gathering
- Live & Sports Production
- Drama, Movies & Commercials

The stand also featured a 4K Experience Theatre (venue for a daily programme of seminars) and an area dedicated to professional OLED monitors.

Sony's Added Value Services Team was also

grouped on the stand, offering advice in the areas of Prime Support, Sony Professional Education and Knowledge (SPEAK) training team, Financial Services, Sustainability, and Specialist Dealers.

After announcing its 'Believe Beyond HD' vision at NAB 2011, Sony used IBC 2011 to show how it is using technologies such as 4K, 35mm, 3D and OLED to help the industry elicit new emotional responses from audiences. Sony's innovative stand enabled visitors to experience the complete customer journey – from acquisition right through to play out and archive.

Above all, at IBC 2011 Sony was able to demonstrate its unique ability to provide creative professionals with new tools for content creation and media workflow management that go far beyond High Definition.

Seminars spotlight products

A daily programme of free, interactive seminars was held in the Sony Theatre, providing broadcast professionals with the opportunity to get 'up close and personal' with some of our latest developments.

Hosted by Sony experts, as well as some special invited guests, the 30-45-minute drop-in seminars were designed to demonstrate how to get the most from our latest innovations.

More than 10 Sony speakers contributed from many parts of our electronics and content business, including Yoshioka-san delivering a keynote speech on the connected world and Naomi Climer participating in a panel discussion on sustainability – both excellent examples of Sony's thought leadership on topics beyond technology and product.

One key product featured was the new F65 CineAlta digital motion picture camera. To support its European launch, Sony Professional Strategic Marketing Manager Peter Sykes, hosted two seminars every day showcasing a stunning display of pictures in the 4K theatre and highlighting how the

camera enables alliance partners to integrate an F65 file-based workflow into their systems.

Guests viewed new products within the SRMASTER™ line-up which will bring exciting new opportunities for film production.

Other seminar topics included: a 3-D Tutorial, presented by SPEAK Trainer, Paul Cameron; The Future of Sports Production, hosted by Mark Grinyer, Sony Professional Head of Business Development - 3D & Sports, Live Production and Media Solutions; and Sony in the Connected World, presented by Sony Enterprise Solution Business Development Manager, Nick Smith.

Other popular sessions were delivered by respected, independent video and TV professionals.

Geoff Titcombe, Sony Professional's Event Manager, said: "The Experience Theatre is a combination of Sony brand entertainment and PSE messaging along with live workshops. Every session was full, the 3D & 4K sessions were standing room only. We're very pleased."

of customer profile details that will be fed into our lead management and CRM systems for follow-up.

Our press coverage, built through an excellent press conference, 30 stand tours and diverse social media activity, resulted in excellent on-line coverage as well as print media coverage that includes 14 separate articles covering Sony in the IBC daily.