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Sony introduces 'make.believe'

Taking centre stage at IFA, the world's biggest consumer electronics fair, Sony today announced 'make.believe' (pronounced: make dot believe), its new Group-wide brand message.

Symbolising Sony's spirit of creativity and innovation, it is the first time Sony has introduced a single overarching brand message for all of its entertainment and electronics businesses around the globe. 'make.believe' unites Sony's communication efforts across electronics, games, movies, music, mobile phones and network services.

"As we move to transform Sony and integrate the very best in electronics, entertainment and technology into the homes of our customers, the importance of an all-encompassing and unified brand image is more important than ever," said Sir Howard Stringer, Chairman, CEO and President, Sony Corporation. "In addition to reigniting the innovative spirit of our employees and our products, make.believe will differentiate us from countless competitors and inspire consumers around the world to embrace all that is Sony."

'Believe' is the power of inspiration and 'make' is about crafting inspiration into products and experiences for our consumers. The 'dot' is the place where they meet – and where magic happens!

Commenting on what this means for Europe, Fujio Nishida, President of Sony Europe said: "The key for us is how 'make.believe' translates into compelling products, content and services for the consumer, all aimed at delivering unparalleled user experiences. 'make.believe' symbolises the spirit of Sony, which we will continue to bring to life with the unique breadth of Sony's entertainment expertise.

Embracing the spirit of 'make.believe', Sony will bring 3D to the home in 2010 and reinforce the role of the living-room as the hub of home entertainment, with exciting and outstanding 3D entertainment experiences. We will also see the introduction of online video downloads via the

PlayStation Network to key European markets.”

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