

SONY

Sony Reader IDPF Connected & Mobile Conference

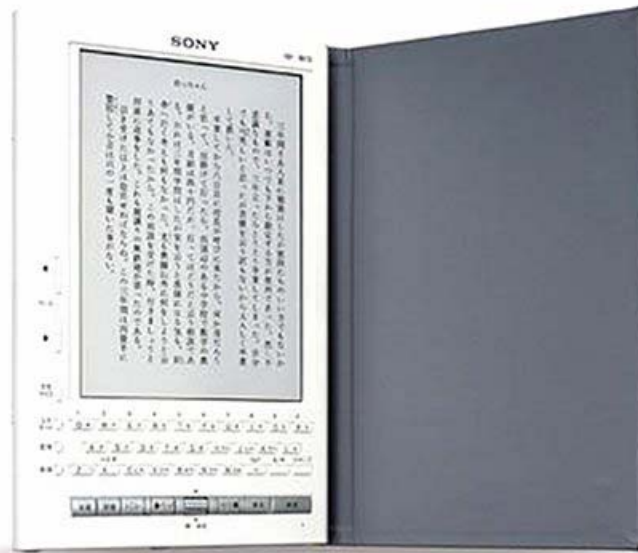
Ron Hawkins
May 24th, 2006

2006/5/19

Sony LIBRIe E-Book Reader

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Web sites dedicated to using LIBRIe for English language documents



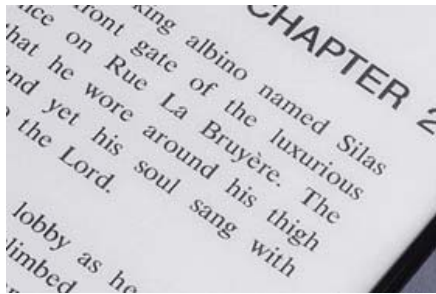
Sony U.S. PR received numerous inquiries from consumers and businesses about product availability:



Numerous reviews & articles in U.S. & European press

Sony Reader -- Key Product Features

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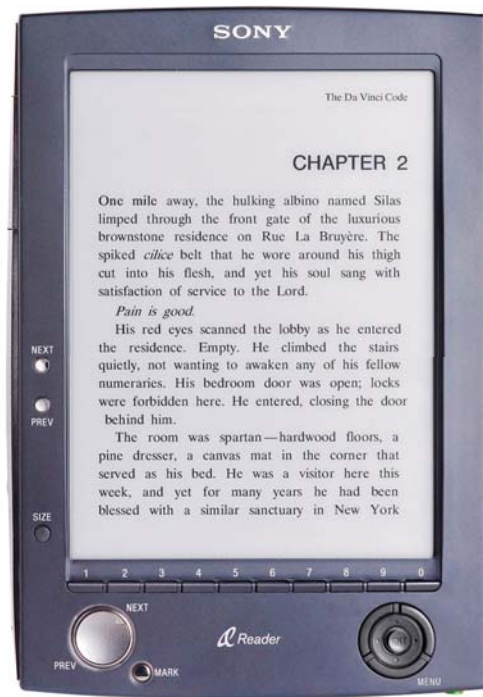


Paper-like Display

Adjustable font size: a a a

More than eBooks

- Personal documents
 - PDF, Plain text
- Internet Content
 - Blogs / RSS news feed
- Images:
 - JPEG / GIF / BNF / PNG



Ease of Use (device/PC/downloads)

Long Battery Life

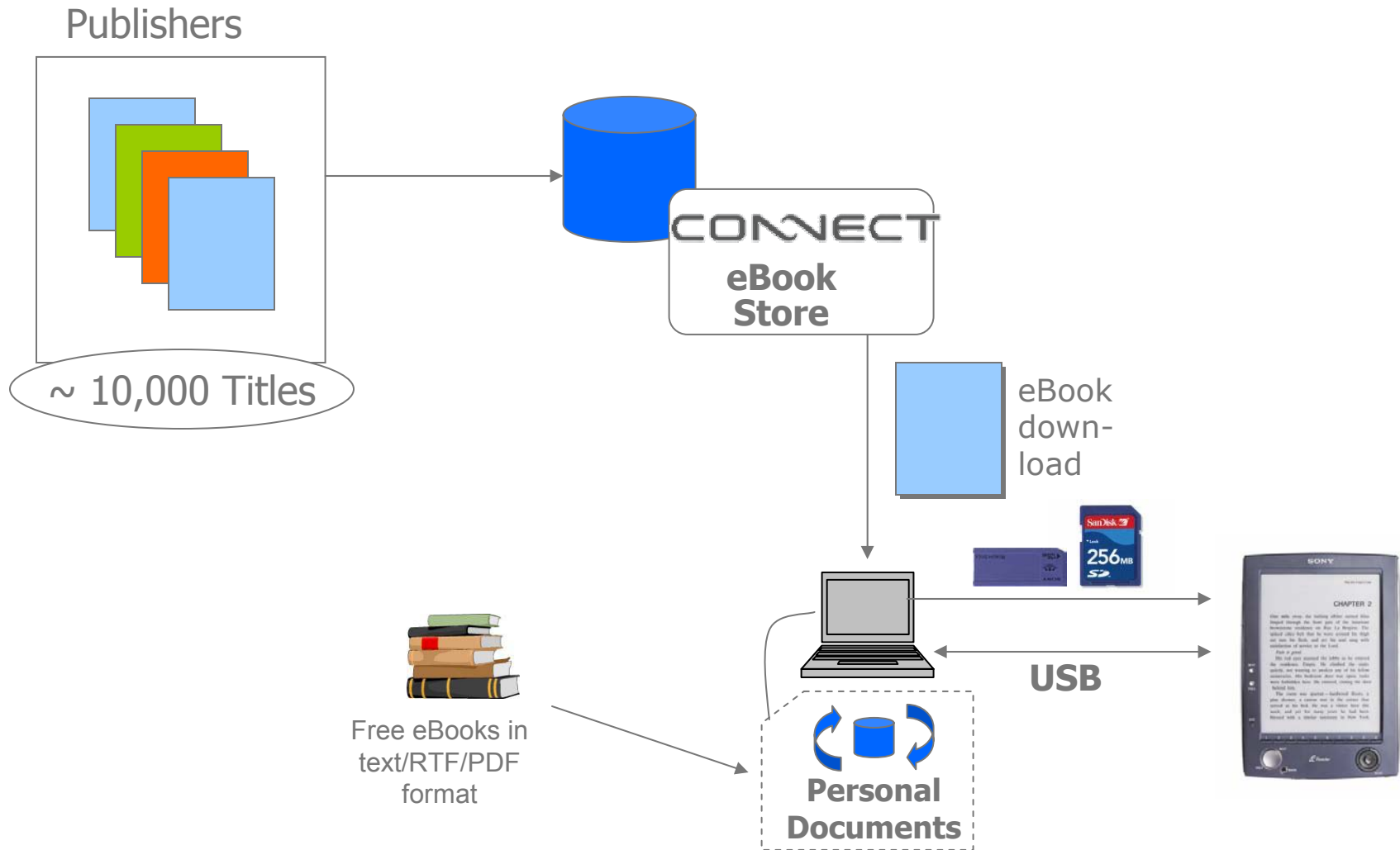
Read 7500 pages with a single charge

Portability

9oz., carry 80 books in internal memory

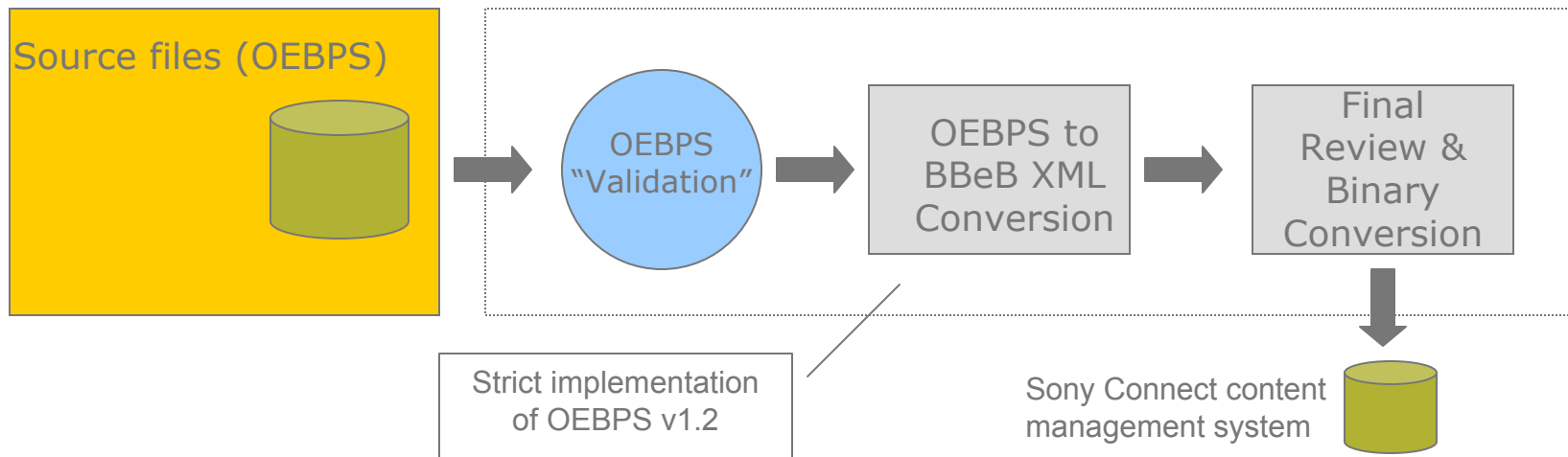


Business Concept Overview



- Embraced OEBPS as transfer format
- Developed a prototypical workflow that proved the concept
- “Validation” tool identified and resolved variations in OEBPS implementations

Pre-launch Conversion Workflow



- Launch products & establish new category
- Create consumer awareness to grow market
- Everyone needs to invest (CE companies, publishers, service providers)
- More:
 - Products
 - Content
 - Retail locations
 - Marketing
 - Ease of use

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Thank You!

2006/5/19