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**SONY AND FILMMAKING ALUMNI OF THE AMERICAN FILM INSTITUTE
KICK OFF “BE MOVED”: A 4K MOVIE-MAKING PROJECT**

*Unique Showcase of Short Films to Demonstrate
The Benefits and Diversity of 4K Production*

LOS ANGELES, Nov. 11, 2013 – Sony Electronics today announced a 4K movie-making project “Sony/AFI 4K Shorts: Be Moved,” showcasing the talents of the alumni of the AFI Conservatory, the world renowned film school of the American Film Institute (AFI).

The exclusive collaboration was officially unveiled last night at a reception held during the Institute’s annual film festival -- AFI Fest presented by Audi – where Sony executives and AFI Conservatory leaders announced they will source treatments for short films from alumni that will be finished in 4K and premiered at select film, television and electronics industry events through 2014. The content will also be on Sony’s Video Unlimited 4K download service, available to consumers who buy a Sony 4K Ultra HD TV.

The concept behind the “Be Moved” shorts, each 4 minutes in length, is to demonstrate the unique capabilities of Sony 4K technology to complement and expand a director’s artistic vision.

“Sony has long been a committed supporter of the arts and of AFI – putting state-of-the-art filmmaking tools in the hands of AFI Fellows for more than a decade,” said Stephen Lighthill, ASC, Senior Filmmaker-in-Residence, Cinematography at AFI. “This exciting project provides filmmakers with the opportunity to develop content that best

represents the cutting-edge nature of 4K and highlights the capabilities and range of 4K technology as an immersive story-telling medium.”

Five selected filmmakers from the AFI Conservatory alumni network will be provided with a full camera package built around Sony’s F65, F55 or NEX-FS700R 4K camera technologies. Sony and AFI are working with production company Rough & Tumble, headed by AFI alumnus and award-winning feature film producer Brian Udovich, to manage the program with support from leading production industry rental companies and post production houses. Additional production support will be available from Sony’s Digital Motion Picture Center on the Sony Pictures lot, where Sony offers hands-on training for 4K shooting and workflow techniques.

The Sony/AFI “Be Moved” project kicks off at a critical time in 4K technology’s commercial and creative evolution. Movies and TV shows are increasingly being shot with Sony 4K cameras, including several films about to hit theaters and more than a dozen new fall TV programs. Commercials, music videos, and sports producers are shooting with Sony 4K cameras and recently the fashion world has realized the benefits of 4K. The technology’s place in movie theater projection is proven, with more than 15,000 Sony 4K projectors installed worldwide.

“Sony prides itself on providing the Hollywood production community with the highest-quality tools for creation and distribution of their content,” said Alec Shapiro, president of Sony Electronics’ Professional Solutions of America group. “We see 4K image creation rapidly becoming the new standard for motion picture production. Our camera systems are delivering beautiful images with instantly recognizable improved aesthetic

quality. Working with AFI we will be able to put these wonderful tools into creative hands and truly share the concept of 'Be Moved' with an even broader audience."

For consumers, Sony 4K Ultra HD TVs are continuing their strong sales success at key retailers like Best Buy, Amazon, and Sony Direct stores, as well as specialty consumer electronics retailers. Sony's new Video Unlimited 4K download service is also bringing 4K content to the home in new ways.

"Sony has driven the adoption of 4K from professional production to the consumer experience in terms of content creation, movie theaters, and now the home with the world's first 4K download service," said Phil Molyneux, president and COO, Sony Electronics. "Clearly there is a strong consumer appetite for a wonderful 4K experience in both homes and theaters. Now Sony, in partnership with the AFI, is taking this to another level by supporting film producers and directors and highlighting the benefits of capturing new, relevant and compelling 4K content through this program."

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About the AFI Conservatory

AFI is America's promise to preserve the history of the motion picture, to honor the artists and their work and to educate the next generation of storytellers. The AFI Conservatory offers a two-year Master of Fine Arts degree in six filmmaking disciplines: Cinematography, Directing, Editing, Producing, Production Design and Screenwriting. Aspiring artists learn from the masters in a collaborative, hands-on production environment with an emphasis on storytelling. AFI Conservatory's alumni are consistently recognized with all of the major industry awards – Academy® Awards, Emmy® Awards, Guild Awards –

and even the Tony Award. Esteemed director, producer and screenwriter James L. Brooks was recently appointed as Artistic Director to the AFI Conservatory where he will provide creative leadership of the elite film program. Sony is a proud supporter of the AFI Conservatory.

About Sony Electronics

Headquartered in San Diego, Sony Electronics is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Operations include research and development, design, engineering, sales, marketing, distribution and customer service. Sony is noted for a wide range of consumer audio-visual products, such as the BRAVIA® LCD 4K, 3D and high-definition televisions, Cyber-shot® digital camera, Alpha Digital SLR camera, Handycam® camcorder and Walkman® personal stereo. Sony is also an innovator in the IT arena with its VAIO® personal computers Reader devices and Sony Tablets; and in high-definition professional broadcast equipment, highlighted by the XDCAM® HD and CineAlta™ lines of cameras and camcorders, and the SXR™ 4K digital projector. For more information, visit www.sony.com/news or join the Sony Community: www.sony.com/blog; www.facebook.com/SonyElectronics; www.twitter.com/SonyElectronics; www.youtube.com/SonyElectronics; and www.pinterest.com/SonyElectronics.