SONY

Sony Digital Cinema 4K Projector creates notable picture quality differences.

Research conducted by Parker Research

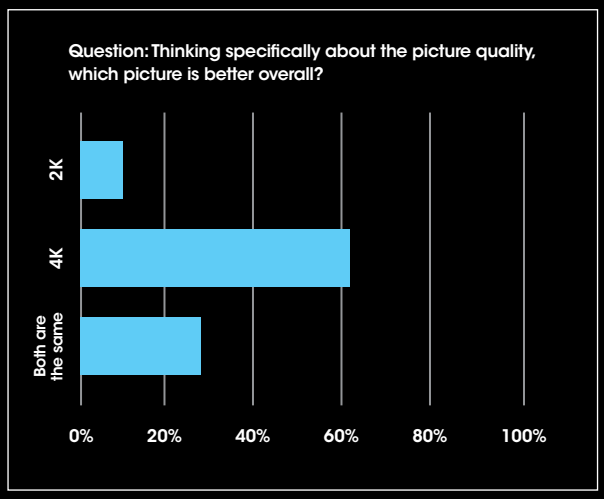




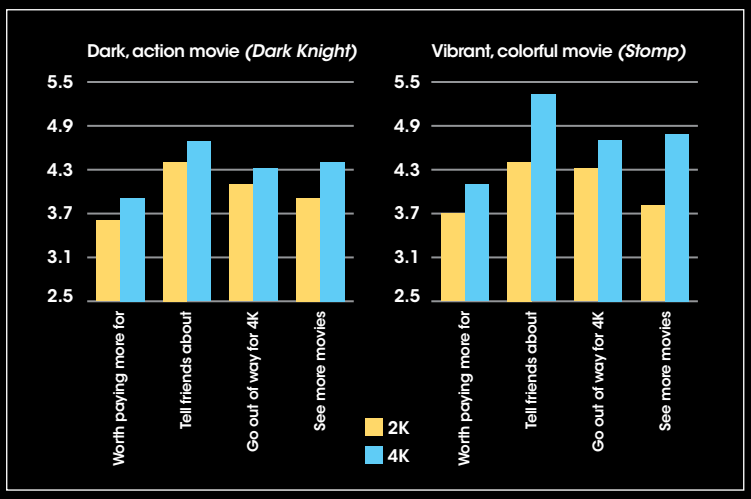
As movie theaters increasingly move to digital technology, providing the movie-goer with the highest picture quality is ever more important. Theater owners have the opportunity to increase sales, market share, consumer loyalty, and build buzz by differentiating themselves with the highest resolution digital projection technology in the market today: 4K. Through research conducted by Parker Marketing Research, viewers responded that 4K technology offered an enhanced viewing experience. The research consisted of 157 consumers who viewed and compared movie clips and still images in both 2K and 4K on a 20-foot screen, in a blind study.

Sony Digital Cinema™ 4K

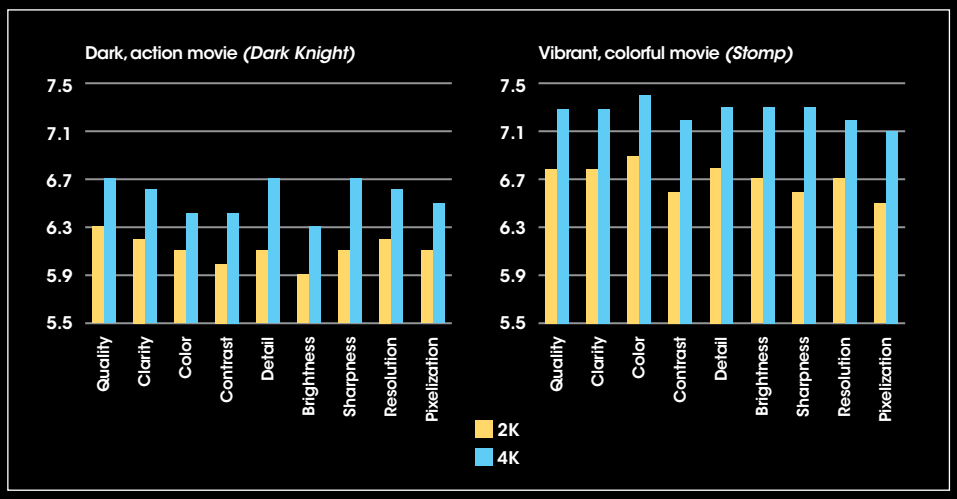
Viewers indicated that the picture quality of the high resolution 4K technology is more likely to change behaviors of consumers than 2K technology. The research found that consumers want to tell their friends about 4K, helping to create a buzz about the technology. It is also likely to create loyalty by offering a picture quality that gets consumers to search out a theater with 4K, in addition to enticing movie-goers to see more movies. The behavior changing picture quality can be seen in differing movie genres, such as action movies and very colorful movies.



Absent education in differences between 2K and 4K technology, respondents overwhelmingly express a strong preference for 4K in still images when viewed side by side with 2K still images.



The superior performance of 4K impacts respondents' expected behavior.



The study showed the picture quality of 4K was higher than 2K on a number of picture quality attributes.

One of the primary contributing factors for consumers when deciding which movie theater to attend is picture quality. The research study showed the picture quality of 4K is higher than 2K on a number of picture quality attributes, as seen on the left. The difference in quality of the picture was also noticed in two different movie types: a dark fast-paced action movie and a vibrant, colorful movie. More specifically, when consumers were shown still images side by side and not told anything about the two different images, a majority stated 4K was superior overall.

Research was conducted by Parker Marketing Research, March 2009. A total of 157 respondents viewed clips and still images in 2K and 4K on a 20-foot screen and were not informed of the difference; nor were they told that the study was conducted by Sony. Respondents used handheld key pads to quantitatively provide feedback without interacting with one another.

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