

press release

Mercedes-Benz World awards Sony contract to supply audio-visual solutions

Brooklands, Weybridge, 19 September 2006 - Mercedes-Benz World, the new multi-million pound brand experience centre being developed at the historic Brooklands racing circuit in Weybridge, Surrey, has awarded Sony United Kingdom Limited the contract to supply state-of-the-art audio-visual solutions in the centre's main building. Sony is supplying Mercedes-Benz World with the latest video-conferencing, audio-visual systems and digital signage, including over 40 Sony FWD Series professional HD Ready LCD Displays, the Ziris digital signage management software solution and the new high definition SXR D 4K projection system, which is designed to project the highest quality HD images and is the only projector in the world able to offer 4K quality.

Visitors to Mercedes-Benz World will enter an experiential and interactive world that immerses them in the passion, heritage, values and innovation of the Mercedes-Benz brand. Visitors will be able to see every car and every colour in the range, but they'll also be able to book driving experiences on the handling circuits (including a wet skid circle and a 10-acre off road course); there will also be a five star gourmet restaurant, a café, boutiques, and a dedicated 'kids zone' including safe, supervised and fun activities such as an interactive problem solving lab. Sony solutions are being installed in throughout the centre's main building, including the Maybach Centre, conference room, reception as well as meeting, training and briefing rooms.

The deal between Mercedes-Benz World and Sony establishes a technology supply relationship between the two companies.

Peter O'Halloran, Managing Director of Mercedes-Benz World, commented: "Our intention is to make Mercedes-Benz World a top class attraction that offers exclusive facilities and cuisine to match the quality of our reputation. In building the Mercedes-Benz World brand experience centre, we have sought companies that match our brand characteristics and we are delighted to be able to team up with Sony and have access to their latest high definition solutions."

Paul Hennessey, Managing Director of Sony Professional Solutions United Kingdom, said: "Sony is delighted to be working with Mercedes-Benz World to create one of the most technologically advanced brand experience centre in the UK right here on our doorstep in Brooklands. Sony and

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Mercedes-Benz World have a shared belief in creating the highest quality, most reliable solutions based on cutting edge design. We look forward to further working together.”

The HD SXRD 4K projector will form the centre piece of a spectacular audiovisual display in the main reception area of Mercedes-Benz World, showing a combination of historical footage and the latest car models on a huge screen. The Sony FWD Series HD LCD Displays will be mounted in prominent positions throughout the complex. Ziris software, working with a Sony Anycast Station integrated production system, will allow total flexibility in the creation, management and viewing of the audio-visual content.

The systems integration contract to install the technology has been awarded by Sony to AIM-listed Venue Solutions, based at Pinewood Studios in Buckinghamshire.

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About Professional Solutions, Sony Europe

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