

Press release

A new vision for motorway hospitality: Sony delivers full digital signage makeover for major roadside services facility

Moto Hospitality launches digital menu board solution for new look food format

Basingstoke, UK, 9th May 2007 - Sony today announced the successful installation and trial of its interactive digital display technology at Moto Hospitality's Leigh Delamare M4 Eastbound motorway service station.

As part of a major programme of investment in the service station, the Sony Professional Services team worked closely with Moto Hospitality to develop a new catering business model designed around a digital display solution. Integral to the new offering is a digital menu board, which aims to speed up service and remove inefficiencies and overruns in the service station's catering offer.

In addition to eight 32" LCD screens that display the restaurant's menu, the Sony Professional Services team installed its Ziris Content Management Suite to provide a full end-to-end workflow solution for Moto Hospitality. The screens are directly linked to Moto Hospitality's head office and enable management staff to remotely alter the menus, add promotions and change prices. This is the same style system that has been successfully implemented in a diverse range of retail and entertainment environments including: The Barbican Centre in London; Arsenal FC's Emirate's Stadium; and Mercedes Benz new flagship experience centre at Brooklands racing circuit.

Commenting on the makeover of the service station, Chris Rogers, Marketing Director from Moto Hospitality said, "We are very excited to see the new system up and running. We cater for over 128 million people per year and the speed of our service is critical to creating an enjoyable customer experience. Not only are we confident that the new digital signage system will accelerate our service offering but we hope that our customers will enjoy the remarkably modern feel that the screens bring to the restaurant."

Mark Vanstone, Sony Professional Services added, "Moto Services Leigh Delamare service station is an excellent example of how a fully networked Sony Digital Signage Solution can really benefit both the customer and the business. The digital menu board solution has served to improve the overall experience of eating at the service station and increase the efficiency of the catering

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function. I am confident that many more of the UK's service stations will follow Leigh station's lead."

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About Sony

Sony manufactures audio, video, communications and information technology products for the global consumer and professional markets. With its music, pictures, game and online businesses, Sony is uniquely positioned to be one of the World's Leading Consumer Brands. Sony recorded consolidated annual sales of EUR 54.96 billion (yen 7,475 billion) for the fiscal year ended March 31, 2006 and it employs approximately 156,500 people worldwide.

In Europe, Sony recorded consolidated annual sales of EUR 12.61 billion (yen 1,715 billion) for the fiscal year ended March 31, 2006, based on an average market exchange rate for the same period of yen 136 to the EUR. Sony Europe, headquartered at the Sony Center am Potsdamer Platz in Berlin, is responsible for the company's European electronics business and registered consolidated sales of EUR 8.22 billion (yen 1,118 billion) for the fiscal year ended March 31, 2006.

About Professional Solutions, Sony Europe

Professional Solutions Europe (PSE), a division of Sony Europe, is a leading supplier of solutions for broad horizontal communications, AV/IT, as well as magnetic and optical storage. PSE's market segment solutions, service and support packages are targeted at organisations in the Healthcare, Media, Network Video Monitoring, Retail, Transport and Large Venue sectors. Device components such as camera sensors and modules, displays, batteries and semiconductors are targeted at OEM manufacturers and system integrators. Sony's Professional Solutions business offers its customers access to the expertise and local knowledge of skilled professionals in every European country, as well as "best of breed" hardware, services and resources from other organisations. For more information please visit www.sonybiz.net.

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