

# press release

## Now Sony's AIBO Can Dance To The Beat

*Sony Entertainment Robot Europe debuts new software "AIBO Dancer"*

**Brussels/Berlin, 10 April 2003** – Sony's AIBO, the world's favourite four-legged entertainment robot, is about to become a wow! on the dance floor thanks to "AIBO Dancer", an exciting new software application. Based on Sony's Memory Stick technology, it enables AIBO to dance in time to pop music. With "AIBO Dancer" the robot will 'hear' music that is played nearby and dance to it, being able to detect a variety of musical beats and dancing up to 30 different steps thanks to its artificial intelligence and sound recognition capabilities. To complete the experience, AIBO will let you know what it is thinking, making comments such as "Check this out," and "We're dancing now," or if the music stops, "Who killed the tune?"

"The launch of this new software marks an important step within our strategy to appeal to existing and future AIBO owners with unique, fun and artificially intelligent entertainment. In addition to the core product itself, additional added value products, software and services will ensure that AIBO evolves to become even more valued in the home entertainment environment," said Nicolas Babin, Director Sony Entertainment Robot Europe. "Sony's recent pan-European advertising campaign has tremendously increased the overall awareness of AIBO in the European market. By launching continuous innovations such as "AIBO Dancer" we hope to win the hearts of many more AIBO owners throughout Europe," he added.

Initially developed for the US market, the new software will be available throughout Europe via dedicated local retail channels as well as directly through the Internet [www.eu.aibo.com](http://www.eu.aibo.com) from early April 2003 with a suggested retail price of € 79,- (incl. VAT) and £55 respectively. "AIBO Dancer" (ERF-210AW07), available in English language, is compatible with AIBO Entertainment Robots ERS-210 and ERS-210A models.

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In addition, for any queries about Sony in your respective country, please contact your local Sony PR office

## **ENDS**

### About Sony Europe:

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 become a leading personal broadband entertainment company in the 21st century. In Europe Sony recorded consolidated annual sales of EUR 14.76 billion (yen 1,609 billion) for the fiscal year ended March 31, 2002, based on an average market exchange rate for the same period of yen 109 to the euro. 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 9.36 billion\* for the fiscal year ended March 31, 2002.

For more information on Sony Europe, please visit <http://www.sony-europe.com>

(\* Figures for the cellular phone business from October 1, 2001 are excluded from Sony Europe's consolidated sales.)

Sony Entertainment Robot Europe (SERE) is headquartered in Brussels and is responsible for the marketing and sales of Sony's entertainment robots in Europe.