

# Ken Kutaragi

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# Power of Technology

# Digital CE is the new driving force for next generation technologies



**Digital Flat TV**



**Digital Still Camera**



**Home Server**

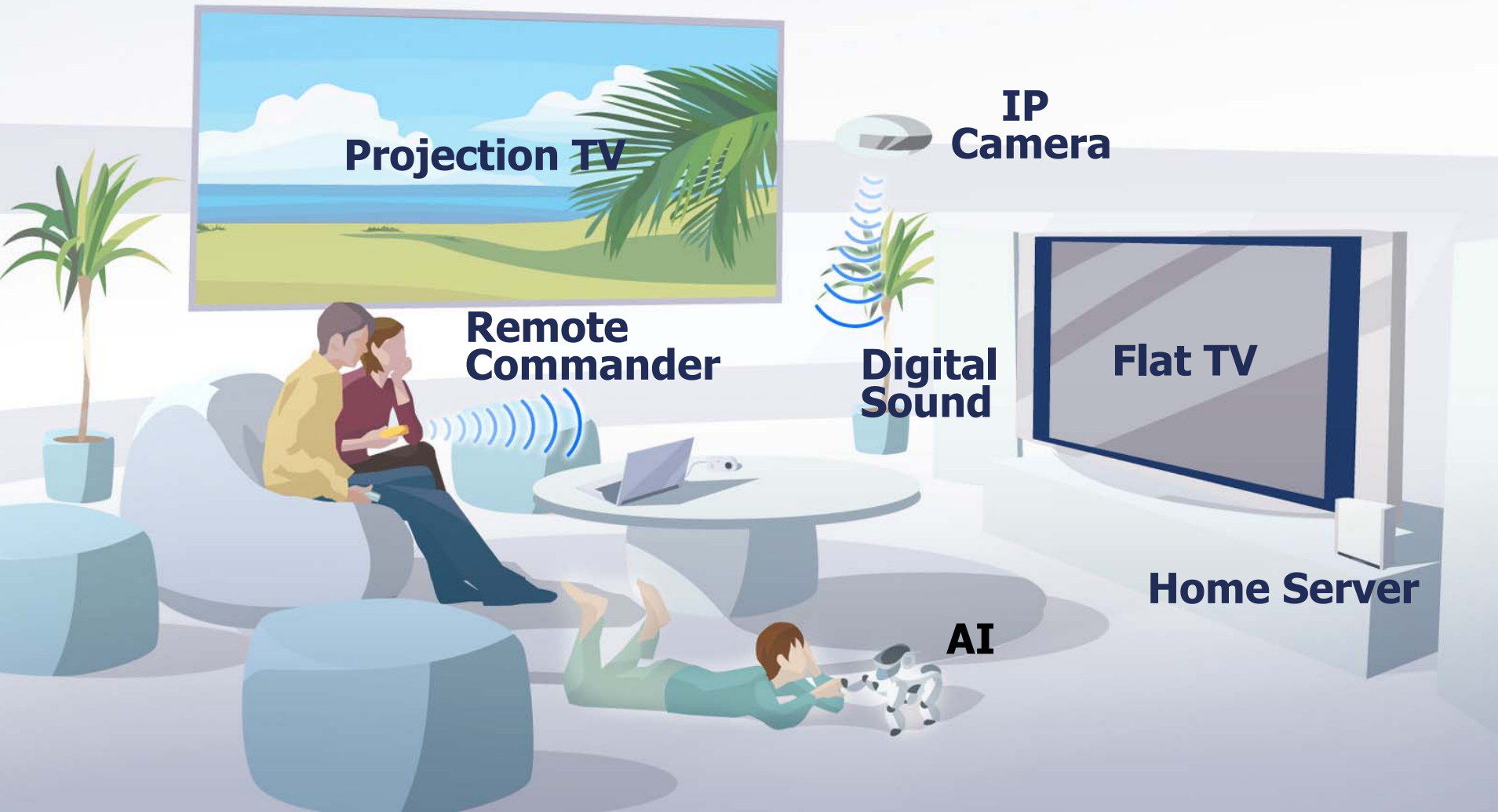


**Mobile Phone**

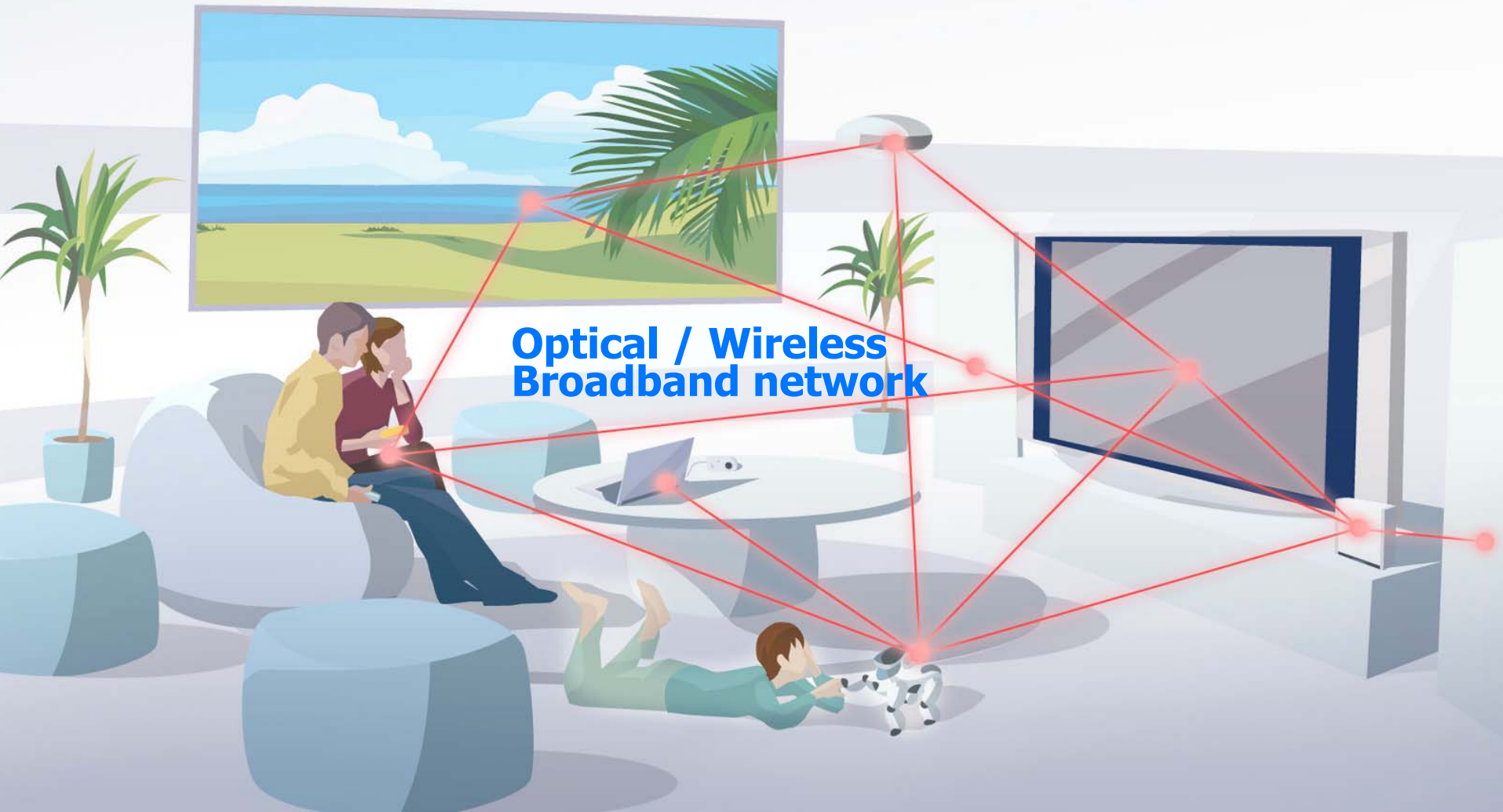
# Home today



# Home tomorrow



# Home tomorrow



# PSX



HDD/DVD



# PSX

TV  
Movies  
Music  
Photos  
Games

# PSX new generation GUI

The image displays a collection of user interface elements for the PSX system, organized into several functional areas:

- Video:** Includes a vertical stack of icons (CD, DVD, film strip) and a preview window showing a Spider-Man action sequence.
- TV:** Features a TV icon, a preview window with a car and a map, and a vertical list of channel numbers (1, 3, 4, 6). A specific program is highlighted: "SUPERSPORTS 12/15 (MON) 10:00 A".
- Photo:** Shows a camera icon, a preview window with two children's photos, and a vertical stack of photo thumbnails. One photo is titled "PhotoAlbum3 12/20/2003 Travel".
- Music:** Contains a music note icon, a preview window with audio waveforms, and a highlighted music track titled "LIERRE VERTLODEN".
- Game:** Displays a game controller icon, a preview window with a racing game, and a vertical stack of game icons.

Integrated media player  
Ultra quick response





# Mobile CE

**Mobile  
Phone**

**Network  
Music**

**Felica**

**Digital Still  
Camera**

**PSP**

**Emergency**

**Navi.**

**ETC**

# PSP concept model

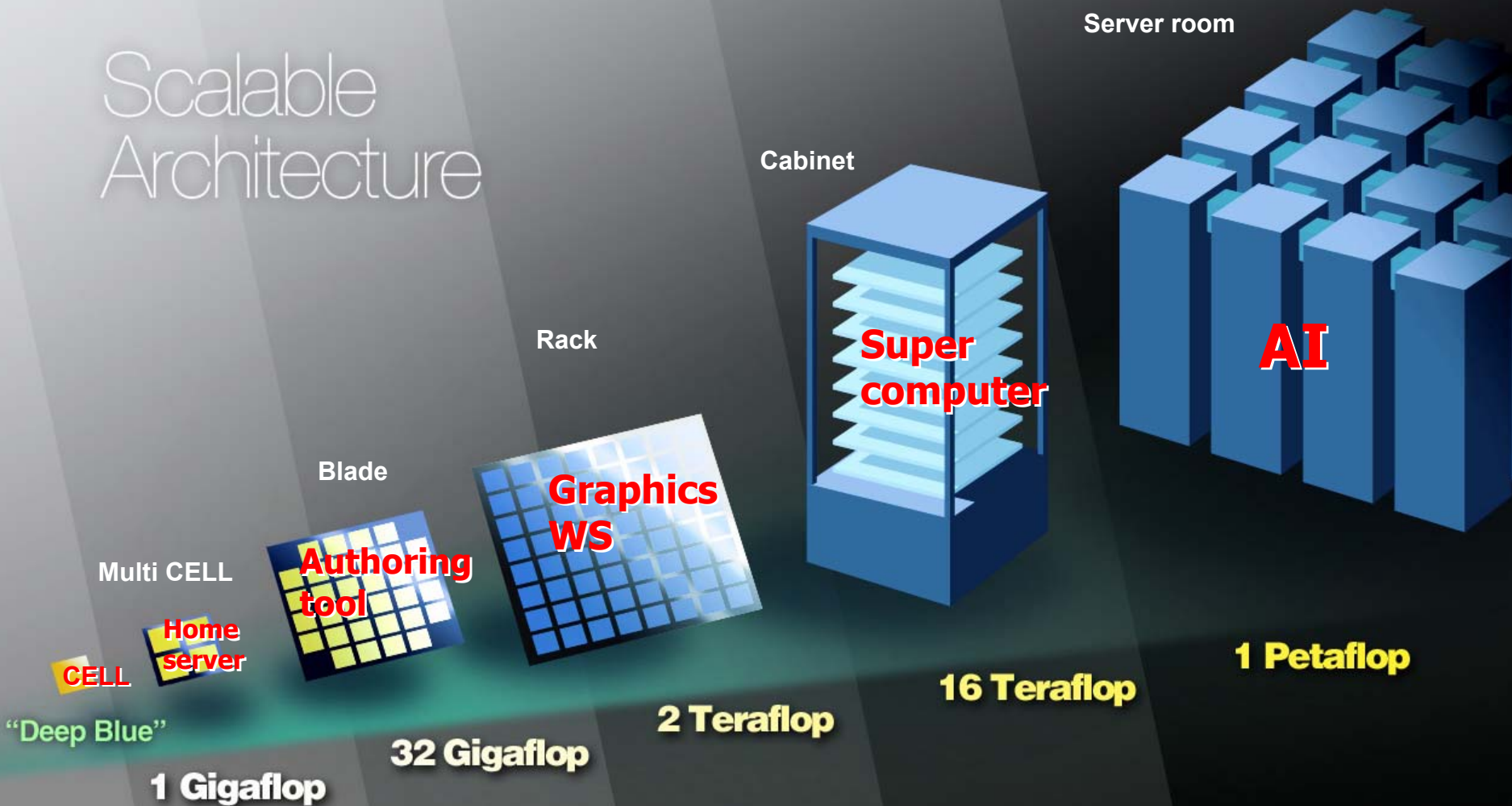


# Semiconductor is the "heart"



# "CELL" Computing

Scalable  
Architecture



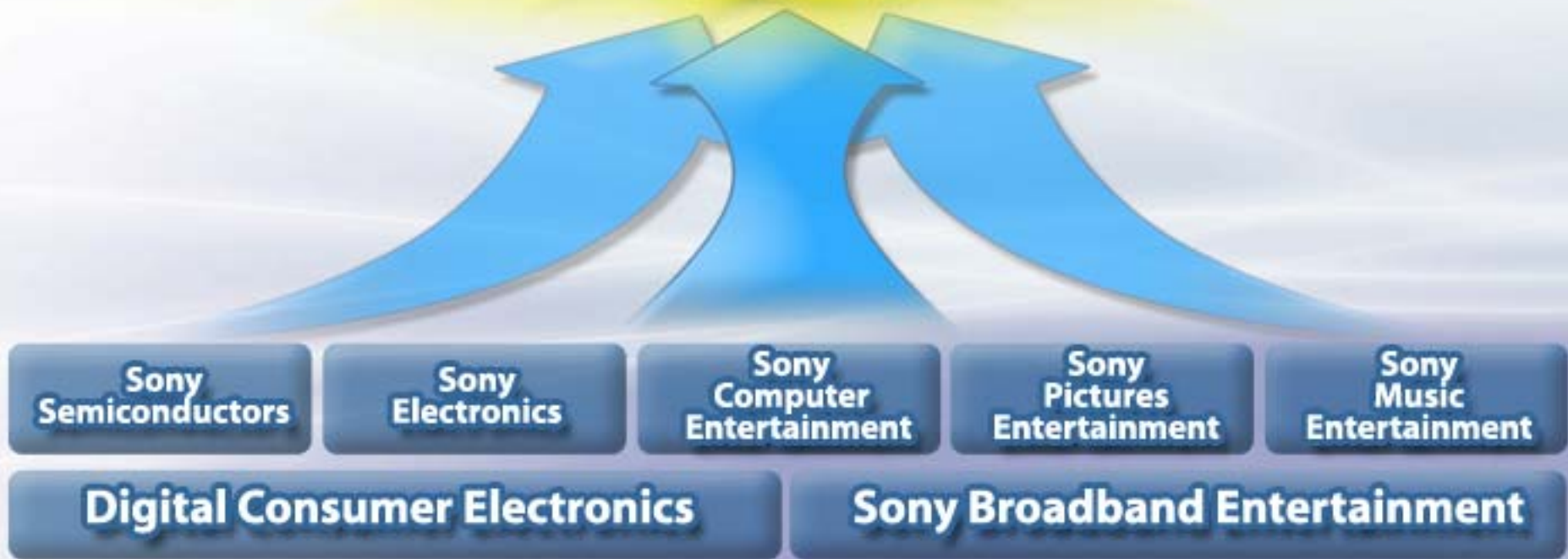
# Entertainment is the "key" application



# New Digital Content



# 21st Century Entertainment Experience



**Consolidation of These Business Segments will Accelerate the Development of Next Generation Devices and Entertainment**



Sony is  
always beside you

