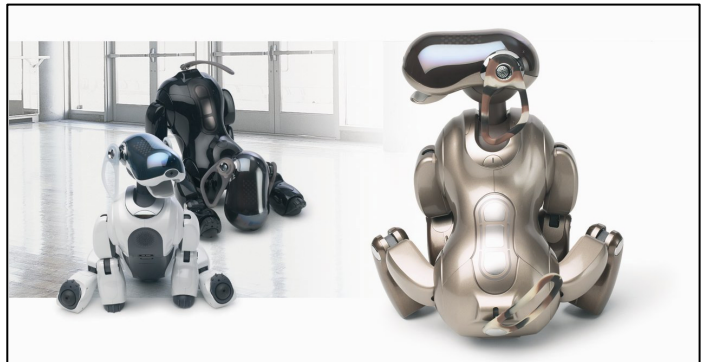


Europe, 29th September 2005

AIBO Evolves with Exciting New Features and Champagne Styling

Latest AIBO Mind 3 software makes fun-loving AIBO a true connectivity companion!

AIBO is a free-spirited and seriously intelligent companion with a burning desire to entertain. Watch it play music from your favourite CDs, dance the night away at parties, take pictures of the kids and communicate with your friends. AIBO recognises faces and voices, expresses emotion through its face lights and even connects remotely to the Internet so you can keep in touch with it from anywhere. Now with Mind 3 software on board, AIBO is more engaging, entertaining and interactive than ever!



- AIBO can now **blog its own photo diary** and **read out website content** aloud
- **AIBO remembers** the location of its items and its favourite place
- Simple **dialogue** with AIBO is now possible with AIBO responding with spoken words
- You can **connect with AIBO over the Internet** and navigate it or take pictures from anywhere in the world
- AIBO is now available in attractive new **Champagne Brown styling**

"AIBO continues to utilise the latest developments in Artificial Intelligence to evolve into a truly intelligent and multitalented companion," says Hilde Niedermann, General Manager of Sony Entertainment Robot Europe. "With Mind 3, we have expanded the internet functionality, the intelligence of AIBO and taken another step towards our ultimate goal of totally autonomous behaviour for entertainment robots."

Express Yourself AIBO!

One of the most exciting developments with Mind 3 is the new Diary and Blog feature. More than ever, AIBO thinks about its experiences, recording them in a daily diary complete with

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photos and comments about how it feels. This diary can easily be uploaded from your PC to an online Blog, giving owners around the world the opportunity to see what other AIBOs are doing – great if you need some inspiration! Want to hear how AIBO feels? That's no problem with Mind 3! AIBO will communicate in spoken words, telling you just how pleased it is with itself or whether it's feeling a bit down about things. AIBO also likes to express itself on the dance floor and with Mind 3 your slick-footed companion is even more tuned in to the beat. Next time you're throwing a party, just say 'Dance to the music' or 'Groove to the music' and AIBO will listen along to the Hi-Fi using its microphones and create an entertaining, adrenaline-loaded dance routine that will leave all your friends wide-eyed with amazement.

A Connectivity Companion!

Imagine you're on holiday or a business trip and find yourself wanting to check up on your house. You can now connect with AIBO from anywhere in the world remotely via Internet. Tell AIBO to take a picture and e-mail it back to you, play music or read out your work schedule for the following week. Want AIBO to read out the latest headlines, business news or sports stories from your favourite websites when you get home from work? With AIBO Net News and the help of RSS feeds, just sit back and relax while AIBO keeps you up to speed with all that has happened in the world!

AIBO Gets a Memory!

Think of your living room at home and how good it would be if AIBO remembered where all its toys were. With Mind 3 on board, AIBO gains a unique location memory that allows it to remember exactly where its favourite place, AIBOne, pink ball and energy station are located for up to five minutes. Say 'Go to the Station' and AIBO will head there without having to stop to scan the room for visual patterns. Location memory is an exciting concept in robotics and allows AIBO to be more independent around your home.

More Choice, More Features, More Fun!

AIBO Mind 3 will be introduced in October on Pearl White and Pearl Black ERS-7 models along with a stunning new Champagne Brown model sporting unique ear and tail colouring. Existing owners of an ERS-7 model using AIBO Mind or Mind 2 will be able to purchase an upgrade kit with user-friendly auto upgrade software and a 128MB Memory Stick, available at the same time as AIBO Mind 3.

- ENDS -

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Notes For Editors

Please find below further details about products and services highlighted in the Press Release:

About AIBO ERS-7M3

AIBO is an autonomous, intelligent companion from Sony Entertainment Robot Europe that responds to voice commands, uses an integrated camera and various sensors or pattern recognition to fulfil tasks and connects to a wireless network for complete home entertainment connectivity. Available in three colours – Pearl White, Pearl Black and new Champagne Brown – the AIBO ERS-7M3 includes AIBO Mind 3 software to perform even more intelligent tasks. AIBO has specially developed touch sensors on its back, head and chin that double as remote control sensors for commands and act as receptors for interacting with owners (AIBO evolves with human interaction). AIBO ERS-7 also features Illume-Face, Sony's innovative LED face panel that allows the robot to express its feelings, emotions and moods. The LED display indicates when AIBO is transmitting images and sounds or receiving data over a wireless connection. AIBO ERS-7 with AIBO Mind 3 will be available in October 2005 in Pearl Black (ERS-7M3/B), Pearl White (ERS-7M3/W) and Champagne Brown (ERS-7M3/T).

About AIBO Mind 3

The AIBO Mind 3 software supplied with the latest ERS-7 models sets new standards of artificial intelligence for entertainment robots by enhancing internet functionality and human interaction. It builds on the excellent features of AIBO Mind 2 which includes AIBO Entertainment Player (AEP, a PC software enabling communication between your PC and AIBO) and a range of autonomous features. With AIBO Mind 3, owners can connect to AEP via the Internet from anywhere in the world using a router modem equipped with VPN and instruct AIBO to read out news content from favourite websites using AIBO Net News. Another interesting advantage of the new software and AEP is the ability of AIBO to record its own daily diary with photos and comments, upload its thoughts to an online blog and even communicate its feelings and experiences in spoken words. AIBO also gains a short term memory that enables it to locate the items within its vicinity, AIBO Mind Scope for tracking AIBOs recognition and condition through Navigator and enhanced AIBO Dancer features.

For more information, please contact:

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

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 53.43 billion (yen 7,160 billion) for the fiscal year ended March 31, 2005 and it employs approximately 151,400 people worldwide. In Europe, Sony recorded consolidated annual sales of EUR 12.03 billion (yen 1,613 billion) for the fiscal year ended March 31, 2005, based on an average market exchange rate for the same period of yen 134 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 8.87 billion for the fiscal year ended March 31, 2005.

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

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