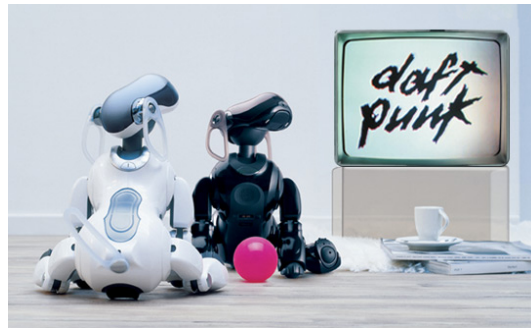


# Press Release

Brussels, 18<sup>th</sup> April 2005

## **Sony And 'Daft Punk' Get Together For The World's First Ever AIBO Dance Contest**

*In a bold marketing initiative, Sony Entertainment Robot Europe and EMI/Virgin Music launch an exciting campaign uniting AIBO with the enigmatic techno dance band 'Daft Punk'*



### **A Lifestyle Partnership**

Stylish, innovative and highly original, both AIBO and Daft Punk are renowned for the unique way they embrace emotion and technology. Now these pioneers from the worlds of robotics and electronic music have come together in a ground-breaking campaign that challenges AIBO owners to create a video of their four-legged companion dancing to the latest Daft Punk track.

"It's a fantastic collaboration and a great opportunity for AIBO to link up with one of today's most progressive techno dance groups" says Hilde Niedermann, Head of Sony Entertainment Robot Europe. "Both AIBO and Daft Punk offer consumers a unique entertainment experience based around cutting edge technology, lifestyle and music. As well as boosting awareness across Europe, the campaign will highlight just how easy it is for end-users to program AIBO."

### **Create...Dance...Shoot!**

Entering the contest is simple. AIBO owners download a 30-second loop of 'Technologic', the latest single from Daft Punk's revolutionary new album 'Human After All', then create an impressive dance routine for their AIBO based on the track using a variety of easy-to-use programming tools. Owners upload a video of the sequence to a specially designed contest microsite where fans and enthusiasts will vote for the most impressive entries from the 24<sup>th</sup> of May. The microsite will be available from Thursday 21 April at [www.aibo-does-daftpunk.com](http://www.aibo-does-daftpunk.com).

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## **Big Prizes, Massive Exposure**

Up for grabs is a range of prizes including a trip for two to the 2005 World Exposition in Aichi, Japan, the latest AIBO ERS-7, stylish Sony products and super-cool Daft Punk merchandise. In addition to the all-new microsite featuring development tools, video galleries and voting updates, the contest will be supported by hard-hitting pan-European e-mail marketing campaigns and web exposure.

**ENDS**

## **NOTES FOR EDITORS**

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

### **About AIBO ERS-7M2**

AIBO is an autonomous, intelligent companion from Sony Entertainment Robot Europe that responds to voice commands, uses integrated camera and various sensors or pattern recognition to fulfil tasks and connects to a wireless network to become part of a home entertainment.. Available in two colours- the standard pearl white and the new pearl black body the AIBO ERS-7M2 now includes AIBO Mind 2 software to perform even more impressive tasks and take full advantage of AIBO's capabilities.

AIBO has specially developed tactile touch sensors on its back, head and chin that double as remote control sensors for commands and as receptors for interacting with its owners (AIBO learns and develops with more human interaction). The AIBO ERS-7 also features Illume-Face, Sony's innovative LED face panel that provides a way for the robot to express its feelings, emotions and current conditions. The LED display also indicates when AIBO is transmitting images, sounds and emails over a wireless connection.

The Sony AIBO ERS-7 with AIBO MIND 2 is available in pearl black (ERS-7M2/B) and pearl white (ERS-7M2/W) colours. More information at [www.eu.aibo.com](http://www.eu.aibo.com).

AIBO SDE is an AIBO Software Development Environment which end-users can utilise to make software that either executes on AIBO, or executes on a PC and controls AIBO by using a wireless LAN connection. AIBO SDE contains three SDKs (Software Development Kits) and one motion editor (AIBO Motion Editor). The three SDKs are named OPEN-R SDK, R-CODE SDK, and AIBO Remote Framework. These development environments are provided free of charge at <http://openr.aibo.com>.

### **About Daft Punk**

Daft Punk is set to revolutionize dance floors and music playlists once again with the release of their innovative new album "Human After All". The album is the follow-up to 2001's "Discovery," which sold 2.6 million copies around the world and spawned the smash hit "One More Time" The new album's debut single will be the body-thumping, guitar-drenched "Robot Rock"; the video for the song will be directed Daft Punk themselves.

"Human After All" was recorded at Daft Punk's home studio in Paris between September and November of 2004. Notoriously press-shy—and uniquely loath to have their photos taken for publication--the duo did have this to say to British music magazine NME in January 2003: "The way the music industry is at the moment is allowing us to experiment. If everything is formulaic and we can finance ourselves to work outside of that formula, then for us there are no rules. We're setting our own agenda."

Daft Punk strike out on their own singular path on "Human After All." Creating some of the most assertive and uncompromising music of their career, Thomas and Guy Manuel have married emotion and technology in a way that perfectly mirrors the fast-paced and hard-hitting rhythms of our modern lives. Songs like "The Prime Time of Your Life," "The Brainwasher," and the title track are state-of-the-

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art aural soundscapes that take the exhilaration of techno and the beat-driven delirium of dance music to bold new heights. Daft Punk also portray another side to their music with the soulful and affecting romantic themes, "Make Love" and "Emotion."

Pioneers of electronic music, Daft Punk have been astonishing the dance and pop worlds with their versatility and inventiveness since they first exploded onto the scene in 1997 with their debut "Homework," which included the hits "Da Funk" and "Around the World," and which sold more than 2 million copies worldwide. Daft Punk videos directed by the likes of Spike Jonze, Michel Gondry and anime legend Leiji Matsumoto have further enhanced the pair's reputation for artistic daredevilry. Now, treading fearlessly into bold new territory with "Human After All," Daft Punk continues to take music to the outer reaches of human possibility.

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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 become a leading personal broadband entertainment company in the 21st century. In Europe, Sony recorded consolidated annual sales of EUR 13.47 billion (yen 1,765 billion) for the fiscal year ended March 31, 2004, based on an average market exchange rate for the same period of yen 131 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 8.71 billion for the fiscal year ended March 31, 2004.

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

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