

press release

Sony Announces Owner Recognition Software For AIBO Entertainment Robot

London, 10 October 2002 – Sony Entertainment Robot Europe (SERE), a division of Sony Europe, has today announced details of a new English language software application for the AIBO ERS-210 and ERS-210A Entertainment Robots. Available in the UK from late November, *AIBO Recognition* software [ERF210AW06E.UK] allows AIBO to recognise and respond to its owner's name, voice and facial features. In addition, the software application enables the AIBO to autonomously recharge itself when its battery runs low.

Commenting on today's announcement, Nicolas Babin, Director of SERE said, "AIBO Recognition greatly increases the Artificial Intelligence, interactivity and autonomy of the AIBO range. The ability to recognise and respond to its owner in a much more personal way will add a new dimension of interactivity to the AIBO ownership experience. Because AIBO will now be able to determine for itself when it needs charging, it means AIBO can become a constant companion for its owner."

With the owner recognition software an owner will first register his or her name and voice through a series of prompts from the robot. Once the name has been registered the owner will be prompted to look into AIBO's colour camera to register his or her face.

After an owner has completed the registration process, AIBO will have the ability to distinguish its owner's voice, face and name from those of other people. Whenever AIBO hears its owner's name spoken, hears its owner's voice or sees his or her face, the robot will express its happiness through tail wagging and displaying green LED's.

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AIBO Recognition also gives Sony's AIBO greater autonomy by enabling the robot to determine when its battery life is coming to an end. When an AIBO senses hunger, it will locate and position itself on its Energy Station until fully charged. When charging is complete, AIBO will leave the Energy Station and continue its autonomous behaviour patterns, creating a round-the-clock robotic life cycle.

AIBO Recognition Software will allow the robot to store approximately three times as many photos taken with the in-built digital camera as current AIBO software applications. *AIBO Recognition* will be available from www.eu.aibo.com and selected UK High Street retailers, priced at a suggested retail price of £94 including VAT.

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. Sony Entertainment Robot Europe is the European Sony business group responsible for marketing and sales of the AIBO entertainment robots.

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

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