

press release

Sony Entertainment Robot Europe to Debut “AIBO SDE”,

New Software Development Environment for User-Friendly Robot Programming

Suite of developer tools to be free to programmers over the Internet on May 17

Berlin/Brussels, April 26, 2004 – Sony Entertainment Robot Europe announced today that a new Software Development Environment (SDE) will be made available on the Internet for its popular third generation entertainment robot, the AIBO ERS-7. The new suite of tools will allow robot enthusiasts, researchers and B2B partners to easily create compelling software programs that control AIBO. This underlines Sony’s commitment to help promote, academic institutions conducting robotics work, and artificial intelligence research.

One of Sony’s ultimate goals is to facilitate the expansion of the personal robot industry by providing a user-friendly software development environment. With “AIBO SDE”, users can develop personalized applications for AIBO ERS-7 and distribute it for commercial or non-commercial purposes without any license fees being involved. For the first time, a commercial usage of the R-CODE SDK (Software Development Kit) and the AIBO Remote Framework will be allowed, enabling entrepreneurs and developers to consider new commercial opportunities for software created for the AIBO platform.

“By making these new user-friendly software developer tools freely available to the public, we are addressing the growing demand in various robotic development areas and expect to reach a wider range of developers who have a variety of different skill levels,” said Nicolas Babin, Director Sony Entertainment Robot Europe. “The new suite of tools will empower programmers, researchers, and B2B partners interested in robotics and artificial intelligence to capitalize on our unique and comprehensive AIBO platform.”

SONY

The "AIBO SDE" consists of three separate Software Development Kits (SDK) which target different user groups.

- 1) The OPEN-R SDK (Software Development Kit) is a C++ based development environment that focuses on AIBO's architecture named "OPEN-R". This environment is primarily intended for research use.
- 2) The R-CODE SDK is controlled by a simple scripting language that allows beginners and hobbyists to easily create programs for AIBO.
- 3) The AIBO Remote Framework allows Windows C++ programmers to create rich programs for AIBO by hosting them on a Windows PC connected via Wireless LAN.

In addition, a new AIBO Motion Editor will be included, making creation of compelling robot movements and dances possible.

The new AIBO SDE web site will be available at <http://www.sony.net/openr/> starting on April 26, 2004. Download of the new toolkits will be available on May 17. Free registration is required to access the developer website, which contains download areas, FAQs and an active developer bulletin board.

ENDS

For more information, please contact

**Sylvia Shin Corporate Communications Europe Sony Europe GmbH tel: +49 30 2575 5156
fax: +49 30 2575 5174 email: Sylvia.Shin@eu.sony.com www.sony-europe.com/presscenter**

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 13.88 billion (yen 1,666 billion) for the fiscal year ended March 31, 2003, based on an average market exchange rate for the same period of yen 120 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 8.62 billion for the fiscal year ended March 31, 2003.

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