



Media Advisory

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Sony to Collaborate with Leading Camera Accessory Manufacturer Lino Manfrotto on Development and Marketing of Gitzo and Manfrotto Brand Products

New Line of Products for α™ Interchangeable Lens Camera to Launch in 2018

Sony has reached an agreement on a product and marketing collaboration with Lino Manfrotto + Co. SpA ("Manfrotto"), designers, producers and distributors of photography, videography, and camera accessories.

The collaboration will span a range of products, including both premium models aimed at professionals and those geared towards travellers and camera enthusiasts. The first product is planned to be launched from Manfrotto in 2018, a brand new line of products developed for Sony's α™ interchangeable lens cameras. Further collaboration is also underway to launch a new product line for professional use under the company's Gitzo and Manfrotto brands.

Sony and Manfrotto plan to showcase products from this collaboration at future exhibitions they attend within Japan and around the world. Sales and customer support for these products will be overseen by Manfrotto's sales & marketing team.

Through this collaboration, Sony aims to contribute to the further development of digital imaging by stimulating photographers' and videographers' creativity through an expanded line-up of accessories.

For more information, please contact your local PR manager or:
David Edwards, Corporate Communications, Sony Europe
+44 (0)1932 817022 / david.edwards@eu.sony.com

About Manfrotto (Lino Manfrotto + Co. SpA)

Based in Bassano del Grappa in Northern Italy, Manfrotto designs, manufactures, and markets a wide range of camera and lighting support equipment for the professional photographic, film, theater, live entertainment, and video markets. Its extensive line of products includes camera tripods and heads, lighting stands, and accessories.

Manfrotto was founded in 1972, and in 1989 it became part of the UK-based Vitec Group. Manfrotto products are sold in its nine primary markets of Italy, France, Germany, the United Kingdom, the Netherlands, China, Japan, Hong Kong, and the United States, through its own distribution companies, Manfrotto Distribution, and through independent distributors in over 80 other countries and regions.

In addition, Manfrotto also develops products under the Gitzo brand, which celebrates its 100th anniversary this year and whose tripods are acknowledged by professionals the world over as setting the industry standard for excellence.

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, interactive entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$76 billion for the fiscal year ended March 31, 2017. Sony Global Web Site: <http://www.sony.net/>