

TO ALL SDDS RESELLERS AND DISTRIBUTORS:

Thank you for your support of Sony Dynamic Digital Sound (SDDS) products over the past 10 years. With over 8500 decoders installed, SDDS has been a very successful digital sound format for film. However, due to the quite significant decrease in demand for the installation of decoders in theaters and our increased focus on digital cinema technologies, we have decided to discontinue the manufacture and sales of SDDS decoders and encoders once our current inventory is depleted.

Although we will not be manufacturing any new SDDS products, we will continue to sell our current inventory on a first-come, first-served basis. Also, this decision will in no way affect our post-sale support of end user customers of Sony SDDS products, whether theatre operators, studios, laboratories or transfer houses. We appreciate your support of SDDS products over the years and will continue to provide you with the same high-level of after-sale service you have come to expect including:

- Working closely with studios to have them include SDDS tracks on new releases for a continued supply of SDDS content to theatres
- Providing studio support for SDDS printmastering, print checks and screenings
- Making service/parts available for current SDDS products through 2014
- Making service/parts available for discontinued SDDS products for 10 years from the discontinuation date
- Providing ongoing technical support for SDDS products via
 - Field Service
 - Depot Service
 - Phone Support
 - Regional Support
 - Parts
 - Regional Service Centers
 - Oradell, NJ; Los Angeles, CA
- Offering non-contract Time and Material service
- Offering a variety of service support contracts for SDDS products, tailored to the needs of our customers
- Providing SDDS trailers to theatres

In order to do this, we have established the following contact information, which we would ask that you forward to those in your organization who may need it:

Worldwide SDDS Film Licensing
1-310-528-2871

SDDS Website: www.sdds.com
(For all current SDDS Information)

Online Parts Lookup & Ordering (USA only)
www.sony.com/servicesplus

Worldwide Technical Support

<p>North & South America</p> <p>Sony Support Centre 3300 Zanker Road SJ2B3 San Jose, CA 95134-1901, USA Email: Techsupport@sdds.sony.com Fax: 1 440 964 5599 Tel: 1 866 766 9272 Press "1" for the Technical Assistance Network, then: Press "8" for SDDS Technical Support then: "1" for Repairs or Repair Status "2" for Theatre Support "3" for Laboratory and Recorder Systems "4" for Studio/Post Production Support "5" for Parts or FRB or Module Exchange</p>	<p>Europe, Middle East, Africa</p> <p>Technical Support , Professional Solutions Europe Jays Close, Viables, Basingstoke, Hampshire, United Kingdom, RG22 4SB Tel: 0871 871 2020 (When calling from the UK only) Tel: +44 1256 484 998 (When calling from outside the UK) Fax: +44(0)1256 484 940 Email: service.enquires@eu.sony.com Website: www.SonySupport.com Hours: 9am to 5pm GMT</p>
<p>Oceania</p> <p>Sony Australia Limited 33 - 39 Talavera Rd North Ryde, NSW, Australia Phone No : 02 98870446 Fax No : 02 98874008 Parts & Repair: Email: John.Hagness@ap.sony.com Technical Support: Email: info-SDDS@sony.co.jp</p>	<p>Japan</p> <p>Sony Broadband Solution Company Technical Support Center, Tokyo 7-22-17 TOC Building 8F Nishi Gotanda, Shinagawa-ku Tokyo, 141-0031, Japan phone: +81 3 5436 7510 fax: +81 3 5436 7519 Hours: 9:00am to 6:00pm JST</p>
<p>Asia</p> <p>Service Related:</p> <p>Sony Corporation HK Ltd, (Broadcast & Professional Products Asia Co.) 46/f., The Lee Gardens 33 Hysan Avenue, Causeway Bay, Hong Kong Mr Andy Lau Email: Tel: 852 2909 1111</p>	<p>Asia</p> <p>Parts Ordering:</p> <p>Hong Kong Marketing Company Room 4103, The Lee Gardens 33 Hysan Avenue Causeway Bay Hong Kong Email : Ricky.Wong@sony.com.hk Tel : (852) 2909 1277 Fax : (852) 2909 3277 Website : http://pro.sony.com.hk</p>

Also, if you have any questions or concerns that cannot be resolved by contacting the phone numbers listed above, please feel free to call Gary Johns, Studio Marketing Services, at 310-528-2871.

We are fully committed to providing this after-sales support for SDDS products and look forward to the introduction of future cinema technologies. We hope that you will look to Sony when considering other electronics purchases in the future.

Thank you again for your support throughout the years.

Sincerely,

Robert Ott
Vice President, SDDS