

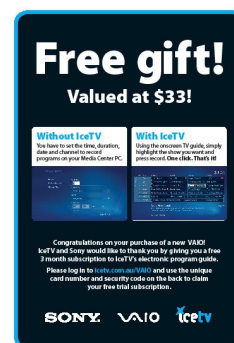


VAIO customers to experience digital TV interactivity with IceTV

Compatible VAIO notebooks from Sony to receive a free 3 month subscription to IceTV

Sydney – 25 January, 2008 – Purchasers of compatible VAIO notebooks from Sony will receive a free 3 month subscription to IceTV's electronic program guide (EPG) & interactive services, in a deal announced today by Sony Australia and IceTV.

Media Centre-enabled VAIO notebooks with in-built digital TV tuners – the VGN-AR49 and VGC-LM18 – will be bundled with the free IceTV Subscription voucher for all Sony VAIO customers to enjoy.



“These VAIO notebooks are designed to be stylish entertainment hubs, incorporating Windows Media Centre, inbuilt TV tuners, large, bright screens and high quality sound,” said Hiro Ishikawa, Marketing Manager for VAIO at Sony Australia. “The free IceTV subscription will give purchasers of the AR and LM series the opportunity to fully utilise digital TV's capabilities.”

IceTV is at the forefront of Electronic Program Guide (EPG) and interactive TV technology for a vast array of digital recording devices, offering unique features that give users even greater control of their TV viewing.



Using the IceTV Guide users can easily navigate through the free-to-air TV programs for the week ahead within the Media Centre user interface and set recordings by simply highlighting the show and pressing record using their remote control. Once recorded, shows appear in the “Recorded TV” library with their name, episode and description to be watched whenever the user wants. You can also use the IceTV Guide to search for programs by keyword, title, or genre, to make finding your favourite program easy.

VAIO customers will also enjoy the added functionality of IceTV Remote, which allows customers to easily set individual TV shows or an entire TV Series to be recorded from anywhere. By logging in to one of IceTV's websites (www.icetv.com.au or www.iwatchthis.com.au) from any web-browser or web-enabled mobile, IceTV subscribers can remotely manage their TV recordings with ease.

“Today's deal with Sony is extremely exciting and the perfect way to begin what will be a very big year for IceTV” said Matt Kossatz, IceTV's General Manager. “When combined with our services, the new range of VAIO notebooks will offer consumers fantastic functionality and flexibility with their TV viewing. Sony customers will truly be able to watch what they want, when they want and where they want, giving them complete control.”

About IceTV

IceTV is Australia's leading independent provider of an electronic program guide (EPG) service for Microsoft based media centre PC's & Notebooks, set-top-box based PVR's or DVR's and Mac devices running Elgato's EyeTV software, along with other innovative interactive features for recording free-to-air television.

IceTV was commercially launched in April 2005 and has been a pioneer in driving this technology, working with major vendors and retailers in the market to help drive digital uptake in Australia.

The **IceTV Guide** is a complete 7-day onscreen TV Guide that allows users to easily schedule their favourite TV shows to record by simply highlighting the show and pressing 'record'. TV shows are then stored in the 'recorded library' on the device's hard drive, ready to be watched at a time that suits.

IceTV Interactive refers to a host of new and exciting features that IceTV has released following the success and expanding on the existing **IceTV Guide** service. Features include **IceTV Remote**, **IceTV Link**, **IceTV Video**, **MyGuide**, **IceTV Ratings** and the recently launched "I Watch This" website (www.iwatchthis.com.au), which shows users what the most popular TV Shows or TV Series are in advance, as well as enable users to then schedule those shows to then automatically record on their compatible device at home.

The **IceTV Guide** service and **IceTV Interactive** features work in conjunction with either a digital set-top-box (Personal Video Recorder or PVR), a PC media centre running either Microsoft's Windows XP Media Center Edition or the newly released Vista platform, or a Mac running Elgato's EyeTV software and is sold on a subscription basis from as little as \$2 per week. (\$99 for a 12 month subscription.)

IceTV Remote provides IceTV users with the ability to schedule their TV recording remotely via any web browser or web-enabled mobile phone. By simply logging in using their IceTV username & password (www.icetv.com.au) from any internet source, users can view the complete **IceTV Guide** and schedule individual episodes or an entire 'TV series' of their favourite TV show to record remotely.

IceTV Link will enable partnering third party websites to easily promote their online content to IceTV subscribers and allow users to automatically send the content to their device at home for later viewing.

For more information about IceTV, please visit www.icetv.com.au

About Sony

Sony Corporation is a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan. With a wide range of products across three main segments, consumer products, broadcast & professional and information technology products, Sony has become a leading electronics company in Australia.

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