

Sony Is All Fired Up At CES 2009: OLED & Webbie Debut

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Sony Webbie

(PhysOrg.com) -- Sir Howard Stringer, CEO Sony introduced an improved prototype of the FLEX OLED display during his keynote address at CES 2009. The Flex OLED technology will in all probability be integrated into future portable devices. A previous video demonstration of the Flex OLED in 2007 showed a few unacceptable defects, characteristic of early stage development issues. The Flex OLED is still in the development stage, but observers agree the new and improved version is outstanding.

Other News From Sony:

In other Sony news, there are no immediate plans to release a larger version of its XEL-1 11-inch OLED TV introduced at CES 2008. A prototype 21-inch non-flexible OLED TV was demonstrated with a .09 mm thin depth, 1 million-to-1 contrast ratio with a super fast response

time. Additionally, Sony demonstrated a 27-inch OLED TV prototype, but no release date has been set.

Sony showed off its new Webbie HD video/still camera with a 2.5inch LCD screen that uses a MPEG-4 format that will allow easy transfers to social networking sites and PCs. The Webbie has a 5x optical zoom and 20x digital zoom with a 270-degree swivel display. The Webbie comes in various designer colors and is available through Sony for \$200. If you can wait, it will be available this Spring for \$170. Sony's entrance into the Netbook class is the new business envelope size Vaio P Series.

The Sony Vaio P weighs only 1.4-pounds and will be available later this month. The most interesting features includes a 3G nationwide wireless network through Verizon. The Vaio P has 802.11, Bluetooth and real time GPS technology. If you live in the U.S. or Canada there is no need for an Internet connection. You can be connected wherever there is a cell phone signal. The stylish Vaio P has a great screen and a Sony Xross Media bar for easy access to all your media and a convenient Webcam.

Sony is definitely on the Blu-ray band wagon as exemplified with the new PlayStation PSP and a social networking feature for its latest PS 3 Home Social Gaming Community. Sony plans significant growth in their Blu-ray technology despite ripples in the economy. Sony introduced its latest 240GB camcorder with an Exmor-R CMOS 12 MP sensor for still pictures and promises over 100-hours of video recording. The camcorder has Smile Shutter technology and GPS embedded technology for geo-tagging video.

Sony seems fired up and ready to embrace 2009 with a real gusto.

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