

Digital Skills and Research Methods (BMSW4003 LON)



- JULIUS IKECHUKWU
ID:2008473.
- Lucas Costa ID:2009205
- Martin Dobo ID:2012682

OVERVIEW



Insights the modern technology introduced



The impact of the technology introduced



Background of the organisation



References



SONY : Insights to modern technology introduced.

BY AROH JULIUS IKECHUKWU.
ID NR. 2008473.



SONY

- RESEARCH AND DEVELOPMENT.
- Sony has established a research subsidiary , Sony Computer Science laboratories Inc. to conduct research and development[R&D] that contributes to humanity and society by pioneering new research areas and new businesses. Sony shares the results of its research with the outside world as Intellectual property and also contributes widely to society through technology, by delivering safety and security and by solving problems surrounding resources and the environment.
- ARTIFICIAL INTELLIGENCE.[AI FOR PEOPLE]
- Sony uses AI technology to unleash the potential of human creativity for artists and creators who produce entertainment. The AI creates new culture which brings more inspiration to people's lives. Sony is also breaking into new fields like education, agriculture and medicine.



- 5G NETWORK.

Sony is globally rolling out initiatives for effective use of limited Radio Frequency resources with the spread of 5G networks. Sony has also gone further to make video analytics solutions more accessible in order to drive better business outcomes by creating a smart solutions for enterprise customers through sony Semiconductor solutions and Microsoft partner. Sony is also in forefront in modern technology and is striving hard to eliminate malfunctions in their productions by hiring competent research and development teams who constantly produce up to date and relevant products.



SONY

- HIGH-SPEED PROCESSING TECHNOLOGY.

Sony has developed a high-speed processing technology achieving transportation of data recording and sharing for more than 7 million people per day . Sony has also release world's First Intelligent vision sensors with A1 processing functionality; enabling high-speed edge A1 and contributing building of optimal system linked with the cloud. Sony has become the first Japanese company to make CDP's climate change A-List for 5 consecutive years. According to the Sony website, they recently celebrated 50 years on the New York stock exchange.



The impact of the technology introduced SONY



The impact of the sony industry on our world has yielded many new and original creations, which have benefited throughout the history of children and adults.



With their innovative and very creative inventions that facilitate and still facilitate and bring joy and fun to our day .



The main products of the company are



❖ **Audio:** Home audio, portable audio, etc.



❖ **Video:** Video cameras, digital still cameras, and DVD-Video players/recorders, and Digital-broadcasting receiving systems



❖ **Televisions:** LCD televisions



❖ **Information and communications:** PC, printer system, broadcast and professional use audio/video/monitors and other professional-use equipment



❖ **Semiconductors:** LCD, CCD and other semiconductors



❖ **Electronic components:** Optical pickups, batteries, audio/video/data recording media, and data recording systems

(MONTEIRO, 2011)

SONY



SONY

Who remembers ?

Listen to your songs with Sony Walkman (1978)

The Sony Walkman was invented in 1978 by engineer Nobutoshi Kihara as a work for Morita,



SONY

The games were never the same after the PlayStation series (1994)



- The first PlayStation sold about 103 million units, including PlayStation One sales. In addition, 7,978 titles released for this console alone - absolute record at the time.
- One of the innovations introduced in the new version was the Dual Shock controller, which trembled depending on interactions with the games.



(Rodrigo, 2012)

References

SONY



Rodrigo, 2012. *the WritePass journal*. [Online]
Available at:
<https://writepass.com/journal/2012/12/effects-of-technology-change-sony-corp/>
[Accessed 11 2020].



Monteiro, 2011. *the WritePass journal*. [Online]
Available at:
<https://writepass.com/journal/2012/12/effects-of-technology-change-sony-corp/>
[Accessed 11 2020].

1. Formation of the Company

- SONY was founded in 1946 by Masaru Ibuka. Initially the company was named Tokyo Tsushin Kogyo K.K.
- The founder started the company with a 190.000 Yen with the sole ambition to establish an ideal factory, that encapsulates a spirit of freedom and open mindedness, that will use technology as a platform to contribute the Japanese culture.
- (Sony, 2020)

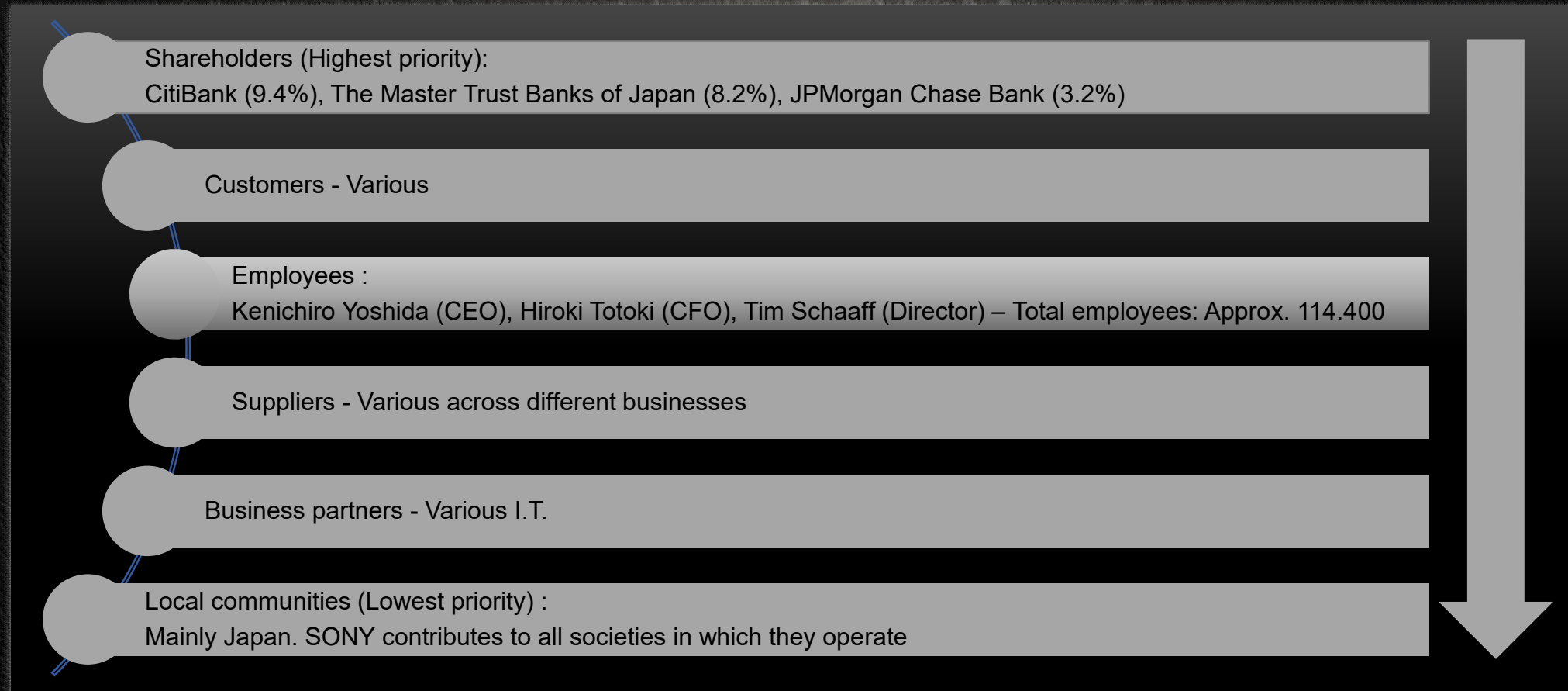
The Sony logo is displayed in a metallic, three-dimensional font. The letters are silver with a brushed metal texture and a slight shadow beneath them, giving it a sense of depth. It is positioned on the right side of the slide, against a dark, textured background that resembles leather or a similar material.

2. Type of business

- SONY is at the forefront of the Digital Technology Industry.
- Their range of products varies from Multimedia devices to gaming consoles.
- A large contributor to SONY's revenue has been the PlayStation gaming console, as well as their Bravia televisions.
- As the mobile phone craze has made huge headway, SONY has also stepped in with their own range of mobile phones and subsequently gained adequate market share.
- SONY has diversified their business to include a movie production house, that has recently produced movies such as Spider-Man.
- In recent times SONY has also bought of TV rights to major shows that are aired on the SONY network.
- (Sony, 2020)



3. Key Stakeholders of SONY



4. Business Model

- SONY develops and produces a large variety of consumer electronics.
- The aim is to be at the forefront of technical innovation.
- SONY's business model is to develop market leading products in-house and to roll out production from its many production facilities for mass shipping to overseas clientele.
- SONY drives down costs by seeking new production methods and incorporating 21st century robotics and automation, to eliminate any production malfunctions, such as human error and inefficiency.
- To keep up with growing consumer needs and demands, SONY employs a research and development team to constantly produce up to date and relevant products. E.g. The launch of the PS5, when Microsoft recently launched Xbox Series X.
- (Gregory, 2017)
-



5. References



Bibliography

Anon., n.d. [Online].

Sony, (2020) *History of Sony Corporation* [Online].

Available at: <https://www.sony.net/SonyInfo/CorporateInfo/History/>

(Accessed: 11 November 2020).

Bibliography

Gregory, L. (2017) *Sony's Corporate Social Responsibility Strategy and Stakeholders* [Online]

Available at: <http://panmore.com/sony-corporate-social-responsibility-strategy-stakeholders>

(Accessed 12 March 2017).

THANK YOU

The Sony logo is located in the bottom right corner of the image. It consists of the word "SONY" in a bold, white, sans-serif font, set against a dark, textured rectangular background.

SONY