



A G E N D A

FEB. 16

(Morning)

<u>Time</u>	<u>Program</u>	<u>Speaker</u>
9:00 - 9:05	Opening	T. Kawai
9:05 - 9:20	Opening Remarks	F. Kohno
9:20 - 9:35	Betamax Marketing Strategy	A. Ishihara

F1 SESSION

9:35 - 10:35	<u>F1 New Technology</u> * SL-F1 * HVC-4000P * PCM-F1	G. Kobayashi S. Kakuda T. Shibata
10:35 - 11:05	<u>Coffee Break &amp; Work Shop</u>	
10:05 - 11:40	<u>Launching F1</u> * Feature / Benefit / Competition * Accessories * F1 Advertising and Promotion	T. Hirano S. Kakuda K. Hiramatsu
11:40 - 12:10	<u>F1 Case Study</u> * F1 Marketing Strategy * Sony Boutique Dealer Scheme	Brandsteder Sony Danmark
12:10 - 13:10	<u>Lunch</u>	

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FEB. 16

<u>Time</u>	<u>Program</u>	<u>Speaker</u>
<u>(Afternoon)</u>		
<u>C6, C9 SESSION</u>		
13:10 - 13:25	<u>Launching SL-C6 &amp; C9</u> * Feature / Benefit / Competition	T. Hirano
13:25 - 13:40	<u>Advertising &amp; Promotion</u>	K. Hiramatsu
13:40 - 14:25	<u>Case Study</u> * Singapore, Beta Club * France, Sony Video Club * Spain Success Story	T. Hirano Sony France Hispano Sony
14:25 - 14:35	<u>World Cup Campaign</u>	K. Hiramatsu
14:35 - 15:00	<u>Q &amp; A</u>	
16:00	<u>Closing</u>	

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FEB. 17

<u>Time</u>	<u>Program</u>	<u>Speaker</u>
		M/C T. Kawai
8:30 - 8:45	<u>Speech</u>	K. Yamakawa
8:45 - 9:00	<u>CTV Marketing Strategy</u>	A. Ishihara
9:00 - 9:15	<u>CTV Product Strategy</u>	T. Suzuki
<u>PROFEEL SESSION</u>		
9:15 - 10:15	<u>Why Profeel</u>	K. Arai
10:15 - 10:30	<u>Coffee Break</u>	
10:30 - 11:00	<u>Launching PROFEEL</u>	
	* Marketing Approach	T. Hirano
	* Advertising & Promotion	K. Hiramatsu
11:00 - 11:30	<u>Case Study</u>	
	* PROFEEL Marketing Strategy	Sony U.K.
	* Interlübke Furniture Company Scheme	Sony Deutschland GmbH
11:30 - 11:45	<u>Q &amp; A</u>	
	Instruction & Detail of later schedule	
11:45 - 12:00	<u>Closing Remarks</u>	J. Schmuckli
12:00	<u>Closing</u>	