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Consortium Established to Develop and Promote Close Proximity Wireless Technology "TransferJet"

Tokyo, July 17, 2008 - Sony Corporation, Canon Inc., Eastman Kodak Company, Hitachi Ltd., Victor Company of Japan, KDDI Corporation, Kenwood Corporation, Matsushita Electric Industrial Co., Ltd. (Panasonic), Nikon Corporation, Olympus Imaging Corporation, Pioneer Corporation, SAMSUNG ELECTRONICS CO., LTD., Seiko Epson Corporation, Sony Ericsson Mobile Communications, Toshiba Corporation today announced an agreement to form a consortium to develop specifications for interconnecting products using "TransferJet" a new interoperable wireless transfer technology that enables rapid transfer of high resolution video, music and images. The "TransferJet Consortium" (www.transferjet.org) plans to promote a wide range of products and services incorporating TransferJet technology with the aim of accelerating its adoption throughout the consumer electronics industry.

TransferJet wireless technology enables a high speed data transmission rate of 560Mbps, while eliminating the need for complex setup and operation. Directly touching two compliant electronic products together allows files to be transferred automatically, without the need for an access point. For example, touching a TV with a digital camera enables photos to be instantaneously displayed on the TV screen. Alternatively, downloaded music content can be easily enjoyed by touching a mobile phone to a portable audio player. TransferJet can be used as a universal interface across all consumer electronics devices.

The "TransferJet Consortium" will develop specifications and guidelines ensuring interoperability between products incorporating the technology, establish licensing schemes and administer the use of the TransferJet logo. The Consortium will also promote the advantages across industries and to consumers. Through these initiatives, the Consortium will aim to create and expand the market for TransferJet products.

"TransferJet Consortium" Members (as of July 17 2008)

Sony Corporation ("TransferJet Consortium" Administration)

Canon Inc.

Eastman Kodak Company

Hitachi Ltd.,

Victor Company of Japan

KDDI Corporation

Kenwood Corporation

Matsushita Electric Industrial Co., Ltd. (Panasonic)

Nikon Corporation

Olympus Imaging Corporation

Pioneer Corporation

SAMSUNG ELECTRONICS CO., LTD.

Seiko Epson Corporation

Sony Ericsson Mobile Communications

Toshiba Corporation

Contacts for "TransferJet Consortium"

URL: www.transferjet.org