

## Press release



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## **Bosch Security Systems and Sony establish partnership for their video security business**

- The two companies join forces by technically collaborating in the field of video security solutions
- Sony's superior image quality combined with Bosch's expertise in video analytics and highly efficient bitrate management will benefit customers of both companies and set new standards
- Bosch Security Systems' sales and marketing organization will serve and support all Sony's video security customers worldwide except in Japan

Grasbrunn, Germany / Tokyo, Japan - Bosch Security Systems and Sony Corporation signed a contract to establish a business partnership to collaborate in the development of innovative products and solutions in the field of video security applications. Effective from the beginning of 2017, the two companies aim to combine their technological expertise to set new standards in high-resolution and low light video imaging. As part of the agreed partnership, Sony's video security customers in all markets except Japan will be served and supported by the sales and marketing organization of Bosch Security Systems. The partnership is subject to approval by the antitrust authorities.

Within the scope of the partnership, Sony will bring its leading expertise in video image quality and performance, while Bosch will add an extensive set of robust video analytics at the edge to interpret data as well as innovative technologies to achieve highly efficient bitrates and minimum storage requirements. "This partnership will revolutionize the video security industry since it combines the unique technological expertise and strengths of two leading companies in the field of video security applications. Customers can prosper from Sony's superior image quality, like its 4K solutions, combined with Bosch's bitrate management and video analytics," says Toru Katsumoto, Deputy President of Imaging Products

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and Solutions, Sector President of Professional Products Group, Sony Corporation. "This unique partnership also supports Bosch's vision concerning the internet of things. Video security cameras and more specifically the data they are collecting play an important role in the further development of the internet of things. The video cameras might be called as 'the eyes of the internet of things'," says Gert van Iperen, President of Bosch Security Systems.

Sony's video security customers will be served and supported by a dedicated sales and marketing team within the Bosch Security Systems organization, offering customer support, after-sales service and training in different languages in over 50 countries worldwide. "The global Bosch Security Systems organization will support the dedicated sales and marketing team responsible for Sony-branded products as well as Sony's customers to grow the business by excellent support and service," van Iperen says. Sony will continue to develop and manufacture its video security products under its brand.

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## Basic information:

The **Bosch** division Security Systems is a leading global supplier of security, safety, and communications products and systems. In selected countries, Bosch offers solutions and services for building security, energy efficiency and building automation. More than 13,000 associates generated sales of roughly 1.7 billion euros in 2015\*. Protecting lives, buildings and assets is the major aim. The product portfolio includes video surveillance, intrusion detection, fire detection and voice evacuation systems as well as access control and management systems. Professional audio and conference systems for communication of voice, sound and music complete the range. Bosch Security Systems develops and manufactures in its own plants in Europe, Americas and Asia.

Additional information is available online at [www.boschsecurity.com](http://www.boschsecurity.com)

\*The sales and the associates figures disclosed for 2015 include the figures of Bosch Service Solutions. In 2016, Bosch Service Solutions has become a separate division within the Bosch Group.

**Sony Corporation** is a leading manufacturer of audio, video, imaging, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$72 billion for the fiscal year ended March 31, 2016.

Sony Global Web Site: <http://www.sony.net/>