

NEWS RELEASE: *Immediate*

**SONY LTO ULTRIUM 6 DATA CARTRIDGE AWARDED
QUALIFICATION FROM LTO TECHNOLOGY PROVIDER COMPANIES**
New Cartridge Delivers 2.5TB Recording Capacity and 160 MB/s Maximum Data Transfer Rate



(ASIA PACIFIC, 28 NOVEMBER 2012) – Sony's latest Linear Tape-Open tape cartridge, the LTO Ultrium 6 data cartridge, has been approved and qualified by the LTO Technology Provider Companies, a consortium of technology companies that includes HP, IBM Corporation and Quantum Corp. The sixth-generation cartridge is designed to support the increasing storage capacity requirements of professional customers, with higher data transfer rates and greater reliability for businesses with critical data storage and archival needs.

The storage capacity of the new LTO Ultrium 6 cartridge is 2.5TB (native) to 6.25TB (compressed), with higher transfer rates of 160MB/s (native) to 400MB/s (compressed).¹

LTO Ultrium 6 cartridge achieves its higher storage capacity by increasing the number of recording tracks (2,176, compared to the previous model's 1,280 tracks).

The new cartridge is manufactured with fine magnetic particles and a higher thermal stability binder. In order to maximise performance, an improved dispersing technology for these particles was introduced.

¹ The actual capacity, compression ratio and data transfer rate may vary depending on equipment, software usage, environments and data

LTO Ultrium 6 cartridge also incorporates a thin-layer coating technology and a smoother surface coating process. This allows the cartridge to have a low error rate and stable output under various operating conditions.

LTO Ultrium 6 cartridge's stable magnetic servo signal writing technology, high-accuracy cartridge molding technology and swing suppressed reel structure offer the higher reliability required by data backup systems and continue to achieve stable write/read characteristics.

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Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately US\$79.2 billion for the fiscal year ended March 31, 2012. Sony Global Web Site: <http://www.sony.net/>

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