

Accessibility



Overview

Basic Approach

With the purpose of “Fill the world with emotion, through the power of creativity and technology,” Sony continues to promote accessibility throughout the Group in order to contribute to a future where everyone can share Kando (emotion). It is said that one in six people, more than 1.3 billion people, in the world have some kind of disability. Sony understands the needs of diverse users and aims to contribute to the creation of an inclusive society through the Sony Group’s diverse businesses so that people can enjoy the products, services, and entertainment that Sony provides, regardless of each individual’s characteristics such as age and disability, capability or circumstances. Sony has also joined The Valuable 500, an international initiative to help promote participation by individuals with disabilities so that they can demonstrate their latent potential to bring value to business, society, and the economy. Sony was selected from among the 500 signatories as one of the Iconic Partners that are a driving force in their respective countries, regions, and industries.

Organizational Structure

Sony considers accessibility to be an aspect of sustainability and promotes it throughout the Group. Under the Senior Executive in charge of Sustainability, a team that promotes accessibility and inclusive design*1 across the group stands at the core of efforts involving cooperation with the people responsible for promoting accessibility in each Group company. Having established a globally consistent set of standards and systems, we are using them as the basis for continuous improvements.

*1 Inclusive design is an approach that obtains new insights into designs for all by ensuring that the needs of a wide range of users are understood and included.

Looking to the Future

Sony adopts a business management approach based on getting closer to people, and will continue to make a contribution through various projects to enhance accessibility and share emotion (Kando) with more people.

Products and Services Designed with Accessibility in Mind

Sony is driving initiatives to improve accessibility so that more people can enjoy our products and services. The Sony Group portal site provides information on specific accessibility initiatives from Sony, which use the power of technology to make things easier to see, hear, and operate.

[Sony Group Portal Site: Accessibility](#)

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Ensuring Enjoyment for More Customers

Employee Education

Sony Group holds forums and seminars led by experts to increase employee understanding of accessibility. The principal Sony Group companies offer e-learning training that fosters a deeper understanding of accessibility. Approximately 75,000 employees had taken the course as of the end of fiscal year 2023. It also works to develop new talent who can implement inclusive design. More than 1,800*1 employees took part in Sony's inclusive design workshops. During these workshops, managers formed teams together with people with disabilities to conduct fieldwork, identify issues, and come up with ideas. Every year, on Global Accessibility Awareness Day (GAAD)*2, Sony Group companies hold lectures and events to enhance employee understanding of accessibility. For example, Sony Music Group (SMG) hosted a special event with Brittany Davis, a multi-instrumentalist, songwriter and producer with a visual impairment. During the performance, attendees were invited to wear masks to experience the music the same way Brittany does. This was followed by a fireside chat, during which attendees learned about Brittany's experience as an artist with a disability in the music industry and how each of us can support people with disabilities in all industries.

*1 Number of participants in Japan.

*2 Global Accessibility Awareness Day is a day to talk, think and learn about accessibility and the people who need it.

Inclusive Design

In order to understand the needs of diverse users, Sony considers products and services together with people requiring accessibility, and promotes inclusive design that reflects this input. For cameras in the ET&S segment, for example, Sony engaged in repeated dialogue and testing with people with visual impairments to develop a Screen Reader function that assists with operation by reading out the menus and messages on the screen aloud. This function has been fitted to part of Sony's digital camera lineup. In the Mobile segment, we are also engaged in fieldwork and dialogue with employees with disabilities at Sony/Taiyo Corporation to develop a function that uses sound to inform the user of the horizontal measurement information of the photography screen when taking photos. In addition, in the field of games, the Access™ controller for PS5® is another example of products and services created with employees and users with disabilities, and its design reflects their input.

Furthermore, Sony is incorporating inclusive design into its product commercialization processes with the aim of expanding the application of these initiatives beyond select products and services to encompass Sony as a whole. Sony also has an internal system in place to support the implement of inclusive design. Employees with various disabilities can register for the internal monitor program, then provide feedback on products and services in the development stage.



Access™ controller for the PlayStation®5

Independent Employee Initiatives

Groups of employees (Employee Resource Groups) at Sony are taking the lead in improving accessibility. At Sony North America and Sony Interactive Entertainment, employee networks are leading the way in supporting employees with disabilities and regularly disseminating information to raise awareness of accessibility within the company. For example, the diverse range of perspectives brought by Sony Interactive Entertainment's employee network in Europe and America played a central role in the development of language guides. This guide helps to resolve mutual misunderstandings, improve communication, and boost awareness. It has also been made available for external use to support inclusivity for all outside of Sony. Sony Europe has also held Accessibility Empathy Lab experience events at various workplaces. Through the use of simulation tools, participants' mobility or vision are artificially reduced to allow a deeper understanding of the challenges faced, with demonstrations to show how technology can support people living with disabilities.

[ABLE - Inclusive Language Guide](#)

Making the Most of Diverse Customer Feedback

Sony exhibits at accessibility-related events in Japan and overseas in order to gather consumer feedback and use it to continuously improve products and services. It has exhibited at the TechShare Pro Conference for accessibility experts and Sight World, which is an all-encompassing event in Japan for people with visual impairments and the CSUN Assistive Technology Conference (CSUN), which is one of the world's largest international conferences on accessibility. At these events, Sony introduced products designed with accessibility in mind, including BRAVIA® televisions, Access™ controllers for the PlayStation®5, LinkBuds™ truly wireless earbuds, α™ (Alpha™) full-frame interchangeable-lens cameras, and Xperia™. Sony also exhibited products designed with accessibility in mind and technological developments that contribute to a society that embraces

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inclusive design, at CEATEC 2023, an international IT technology and electronics exhibition. Sony's booth at the exhibition also provided accessibility for visitors, including by having ample space for people in wheelchairs to come and go easily, and by ensuring that staff such as sign language interpreters were always on hand.

To respond to inquiries from a wide variety of customers, Sony Europe and Sony North America have introduced services using Be My Eyes, which enables customers with visual impairments to communicate their inquiry to an operator who can give sighted assistance via video call. Currently, seven languages are supported at Sony Europe. Sony is also participating in beta testing of the Be My AI app, which makes use of AI.

Sony sites also provide opportunities for regular dialogue with organizations of people with disabilities as part of efforts to make Sony's products and services even easier to use.



The Sony booth at CSUN

Standardization for Accessibility Improvements

Sony has established its own evaluation standards for accessibility, based on industry standards and designed to improve the quality of accessibility in its products and services. These standards are implemented company-wide. Periodic product assessments are carried out using the standards, with a particular focus on products

such as BRAVIA™ and Xperia™. The results of those assessments are then leveraged in ongoing efforts to improve products and services. Sony is also proactively involved in standardization* activities aimed at driving improvements in accessibility throughout the industry.

* IEC 62731 Text-to-speech for television; IEC 62944 Digital Television Accessibility; IEC TC 100/TA 16 Active Assisted Living (AAL), accessibility and user interfaces

Working to Enhance Sony Website Accessibility

Sony has established the Sony Group Web Accessibility Policy which sets forth the accessibility standards and compliance requirements for all Sony Group Companies' websites. With the use of websites and other digital platforms continuing to rise, the policy seeks to ensure that Sony Group companies' websites are designed and developed in a way that is accessible to all, including members of the disabled community and the elderly. Sony Group's web accessibility requirements are aligned with the Web Content Accessibility Guidelines (WCAG) published by the World Wide Web Consortium (W3C). Sony has been collaborating with all Sony Group companies to implement our web accessibility policy and has been conducting compliance checks to ensure that our websites adhere to established accessibility standards. Sony is also actively working towards providing more accessible video content that includes captions, transcripts and audio description. To promote these efforts, Sony has regularly conducted a range of web accessibility training targeting different roles in the organization and will continue to do so in the future.

Initiatives by Segment

Game & Network Services

PlayStation aims to create gaming experiences everyone can enjoy by evolving its consoles, games, peripherals and other products. One example is the Access™ controller for PlayStation®5, which was refined through dialogue with accessibility organizations and experts before being released in 2023. By supporting a wide range of

customization options to meet diverse needs, the Access controller helps players with disabilities play more comfortably for longer.

Pictures

Sony Pictures Entertainment (SPE) has been a sponsor of the Easterseals Disability Film Challenge for about six years. The film challenge gives aspiring filmmakers the opportunity to showcase their talents through the writing and direction of short films. Awards are presented to the most outstanding works. The awards ceremony took place at the Sony Pictures studio lot in Culver City in the week before GAAD. This year, Sony donated FX30 Cinema Line cameras as an additional prize to the seven winners, including the Best Film award. Easterseals Disability Film Challenge also created the industry's first-ever disability loop group* in 2024. SPE hosted a voiceover workshop for the members of the loop group on the Sony Pictures studio lot. The workshop included coaching from Sony Pictures Animation executives. Actors who voiced the roles of Lego-Spider-Man and Sun-Spider, the wheelchair-using spider person in Spider-Man™: Across the Spider-Verse, are part of this group.

* A loop group is a group of voiceover actors who record audio - such as dialogue for extras and general background noise - in post-production

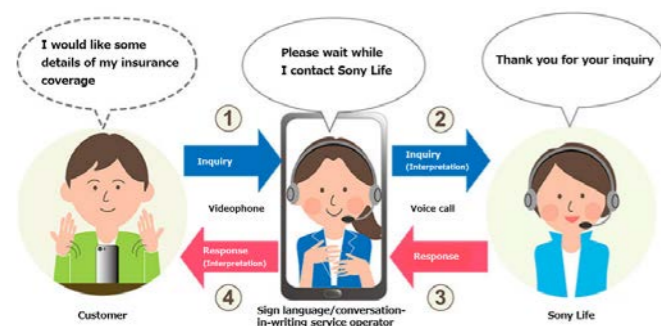
Music

Following on from the Ultra Light Saxophone exhibited at CEATEC2023, Sony is working on the development of the Hug Drum, a percussion instrument that anyone can play together. On this project, we are collaborating with the World Yuru Music Association, which produces a world of music where anyone can play and join an ensemble straight away, together with people with hearing impairments and also professional musicians such as Japanese artist Kavka Shishido from el tempo. Sony Group employees in Japan, India, and China and other countries and regions are also endorsing "Yuru Music" ("yuru" in Japanese means free, generous, flexible and approachable, among a range of other nuanced meanings), and are working to develop the next "Yuru" musical instrument, through initiatives such as hackathons.

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Financial Services

Sony Life Insurance and Sony Assurance provide sign language and written communication services to facilitate inquiries from customers with hearing impairments or hard of speaking. Sony Bank is optimizing its smartphone app to enable users to use screen reading functions built into their OS. Sony Lifecare Group is working with Creative Center, Sony Interactive Entertainment and Sony Semiconductor Solutions to develop a “rehabilitation game” that aims to make rehabilitation more enjoyable. It has carried out implementation on a trial basis at senior nursing homes that it operates, and is providing feedback relating to accessibility for the elderly.



Processing inquiries using sign language and written communication

providing products that enable people with mild to moderate hearing loss to make adjustments to suit their hearing ability.

* Low vision is a visual impairment that causes inconvenience in daily life, such as difficulty seeing, being dazzled, or having difficulty walking due to a narrow field of vision, even when wearing glasses or contact lenses. The population of people with low vision is estimated to be 250 million worldwide and 1.45 million in Japan.

Entertainment, Technology & Services

LinkBuds truly wireless earbuds have been combined with Eye Navi, a walking support application for people with visual impairments developed by Computer Science Institute Co., Ltd. to provide intuitive voice guidance based on the direction the user is facing. Sony also participates as a major supporting company in the “With My Eyes” project to bring the “difficult to see” into “clearer sight” for people with low vision. The DSC-HX99 RNV kit, which combines QD Laser Co., Ltd.’s viewfinder with a laser retinal projection technology RETISSA NEOVIEWER and Sony’s Cyber-shot DSC-HX99, gives people who have difficulty using a conventional viewfinder a new, sharper way to view and photograph the world. Through its partnership with WS Audiology, Sony has also entered the over-the-counter (OTC) hearing aid market in the United States with the aim of

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