



SuperVision Media to Distribute the 2011 Wimbledon Championships Live in RealD™ 3D to Cinemas Across the Globe

LONDON – June 27, 2011 – From July 1st-July 3rd, SuperVision Media, as Sony's chosen distribution partner, will deliver the Men's Semi Finals, Women's Finals and Men's Finals of the 125th Wimbledon Championships live in 3D to cinemas across the globe. Exclusively available through RealD LIVE 3D technology, theatres in Europe, Asia, North America and South America will give tennis fans center court seats and a first of its kind opportunity to experience the iconic Wimbledon Championships in ultra realistic 3D.

Earlier this year, Sony and the AELTC (All England Lawn Tennis Club) announced a partnership to produce and deliver the Wimbledon Tournament in 3D in the coming years: In 2011, both Men's Semi-Finals will be broadcast live on July 1st from 1pm BST, The Women's Final will be broadcast on July 2nd at 2pm BST and the Men's Final will be broadcast on July 3rd at 2pm BST.

Daniel Webber, Managing Director of SuperVision Media, the exclusive theatrical distributor for the event sees this as an important part of the alternative content market. "Watching live sport in 3D on the big screen is the next step in providing new ways to experience the world's leading sports. For many cinemas, the project is also a technological first and in this partnership led by Sony,, we have been working with industry leading 3D partners on this event such as RealD and Arqiva to help deliver the event to as wide a cinema audience as possible throughout the world."

"Wimbledon in 3D will give audiences a unique and fully immersive tennis experience, letting them feel as if they've stepped inside The All England Lawn Tennis Club," said Joseph Peixoto, President, Worldwide Cinema at RealD. "This is a truly global sporting event that will be leveraging the worldwide install base of RealD LIVE 3D broadcast technology, giving content distributors and cinemas the opportunity to deliver live 3D alternative content like the famed Wimbledon in crystal clear 3D."

About SuperVision Media

SuperVision Media is the leader in bringing live sport to cinemas having brought Formula One, the World Cup in 3D and now the most prestigious tennis

Championship in the World, Wimbledon to the big screen. Currently, SuperVision is the exclusive global theatrical distributor for Wimbledon in 3D working alongside Sony and is about to launch a series of Broadway Musicals around the world that will be delivered out of its New York and London offices.
www.supervisionmedia.net.

About RealD

RealD is a leading global licensor of 3D technologies. RealD's extensive intellectual property portfolio is used in applications that enable a premium 3D viewing experience in the theater, the home and elsewhere. RealD licenses its RealD Cinema Systems to motion picture exhibitors that show 3D motion pictures and alternative 3D content. RealD also provides its RealD Display, active and passive eyewear, and RealD Format technologies to consumer electronics manufacturers and content producers and distributors to enable the delivery and viewing of 3D content. RealD's cutting-edge technologies have been used for applications such as piloting the Mars Rover.

RealD was founded in 2003 and has offices in Beverly Hills, California; Boulder, Colorado; London, United Kingdom; Shanghai, China; Hong Kong; and Tokyo, Japan. For more information, please visit our website at www.reald.com.

About Sony

Sony is a leading global innovator of audio, video, communications and information technology products for both the consumer and professional markets. Sony is renowned for its audio-visual products, such as the BRAVIA™ LCD high-definition (HD) television, Cyber-shot™ digital camera, Handycam® camcorder, “α” (pronounced Alpha) digital SLR camera, and Walkman® MP3 player as well as its VAIO™ personal computers and 3D HD professional broadcast equipment. Offering a complete end-to-end 3D value chain and with its electronics, music, pictures, game and online businesses, Sony is one of the world's leading digital entertainment brands, employing approximately 170,000 people worldwide.

Through its long-term football partnerships as an official sponsor of the UEFA Champions League, Official FIFA Partner and global sponsor of the FIFA World Cup™, Sony is inspiring a sense of excitement for the millions of football fans around the world.

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