

ATTN: News & Photo Assignment Desks, Feature/Tech Reporters

**QRIO, SONY'S CORPORATE AMBASSADOR, MAKES ITS NEW YORK CITY DEBUT**  
**Tuesday, January 20, 10:30am – 12:00noon**  
**Sony Wonder Technology Lab, High Definition Theater, 550 Madison Avenue**

**WHAT:** QRIO, a small biped (two-footed) Entertainment Robot who embodies Sony's vision of dreams, entertainment, and technology, is launching its Always Be Curious Tour (A.B.C.) in New York City at Sony Wonder Technology Lab.

As Sony's global brand icon, QRIO will be visiting some of the most important centers of entertainment and technology around the country and demonstrating Sony's commitment to innovation.

QRIO incorporates many of the most advanced technologies Sony has developed, including CCDs from Sony video cameras, inner ear-type balance utilizing the steady shot feature, and basic safety technology to detect jams from the AIBO robot (the little dog), just to name a few. QRIO is autonomous and can sing and dance, memorize individual faces, learn new words and express an array of emotions through speech and body language.

QRIO will be available for photo op and media "one on ones" the morning of January 20<sup>th</sup>. It will be conducting free public demonstration sessions later on January 20<sup>th</sup> and all day on January 21<sup>st</sup>.

**WHEN:** **Tuesday, January 20**  
**10:30am – media set up**  
**10:45am – 12noon – media only photo op and limited media "one on ones"**  
**[each demonstration cycle is about 5 minutes]**

**12noon, 12:30 p.m., 2:30 p.m., 3:30 p.m. -- QRIO public demonstrations**

**Wednesday, January 21**  
**1 p.m., 2 p.m., 3 p.m., 4 p.m. – QRIO public demonstration**

**WHERE:** **Sony Wonder Technology Lab – High Definition Theater**  
**550 Madison Avenue at 56<sup>th</sup> Street**

**WHO:** **Jon Piazza, Marketing Communications Manager, Entertainment Robot America**  
**QRIO**

**NOTES:** B-Roll of additional QRIO movement available  
**QRIO does not "answer questions" BUT Sony executives can.**

Please be aware that electronic crews and equipment will be checked by security. A valid photo ID is required for press access into Sony Wonder Technology Lab.

The High Definition Theater at Sony Wonder Technology Lab can only accommodate 70 people per public demonstration.

**CONTACT:** Lisa Kovitz/Burson-Marsteller 212 614 5041 or 917 992 7683

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*Sony Wonder Technology Lab, located at 56<sup>th</sup> Street and Madison Avenue, is a hands-on communication technology and entertainment museum for all ages. Admission to the Lab is FREE. Sony Wonder Technology Lab is open to the public Tuesday through Saturday 10:00 a.m. to 5:00 p.m. and on Sunday from 12:00 p.m. to 5:00 p.m. The Lab is closed on Mondays and major holidays. All exhibits at Sony Wonder Technology Lab are wheelchair accessible and sign language tours are available. For more information call 212/833-8100. TTY 212/833-6532 or visit us online at [www.sonywondertechlab.com](http://www.sonywondertechlab.com).*