**SONY'S VISION FACTORY**

4 August 2020

Anyone who's ever picked up a Sony product can sense from its nearly totemic magic that Sony designers learn early on: **form is content**. Sony won in the past by staying several technological steps ahead of its competitors. As the company edges into the 21st century however, it faces new rivals in both the computer and broadcasting businesses.

**YEAR PRODUCT COMMENT**

1975 Betamax VCR Original success, but later loses to VHS

1979 Sony Walkman First personal stereo tape deck

1985 Sony Handycam First hand-held video recorder

1995 Video game Grabs 80% of market from Sega

1996 “PC by Sony” Souped up audio and video

No longer is it enough to offer hot products. Now even the very basic gadgets have to be able to talk to each other, or to offer audio, video and computing capabilities simultaneously, and still be small and user friendly.

*Trade mark: SONY The Sony Culture: Innovation*