

SONY CORP  
Form 6-K  
August 31, 2011

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D. C. 20549  
FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

Pursuant to Rule 13a-16 or 15d-16 of  
the Securities Exchange Act of 1934

For the month of August 2011

Commission File Number: 001-06439

SONY CORPORATION

(Translation of registrant's name into English)

7-1, KONAN 1-CHOME, MINATO-KU, TOKYO 108-0075, JAPAN

(Address of principal executive offices)

The registrant files annual reports under cover of Form 20-F.

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F,  
Form 20-F  Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby  
furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934,  
Yes  No

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with  
Rule 12g3-2(b):82-

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August 31, 2011

Sony Corporation

Sony Corporation Provides Additional Information Concerning the Impact of Four Companies Sign Memorandum of Understanding Regarding Integration of Small- and Medium-Sized Display Businesses

Today, Sony Corporation jointly announced with Innovation Network Corporation of Japan (“INCJ”), Hitachi, Ltd. and Toshiba Corporation that they have signed a non-binding Memorandum of Understanding to integrate their small- and medium-sized display businesses in a new company to be established and operated by INCJ (“NewCo”), as attached. Please refer to the attached press release for details.

Although a loss is expected to be incurred by Sony in the current fiscal year in connection with the transfer of the shares of its certain subsidiaries (Sony Mobile Display Corporation) and other assets relating to the small- and medium-sized display business to NewCo, as referred to in the press release, no material impact is anticipated on Sony’s forecast of consolidated financial results for the current fiscal year, as a significant portion of such loss had already been included in Sony’s previously announced forecast.

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NEWS RELEASE

Innovation Network Corporation of Japan  
Hitachi, Ltd.  
Sony Corporation  
Toshiba Corporation

Four Companies Sign Memorandum of Understanding Regarding Integration of Small- and Medium-Sized Display Businesses

-To establish a leading global company by integrating three companies' businesses -

TOKYO, August 31, 2011 – Innovation Network Corporation of Japan (“INCJ”), Hitachi, Ltd. (“Hitachi”), Sony Corporation (“Sony”) and Toshiba Corporation (“Toshiba”) announced today that they have signed a non-binding Memorandum of Understanding to integrate their small- and medium-sized display businesses, which are operated by subsidiaries of Hitachi, Sony and Toshiba, in a new company to be established and operated by INCJ (“NewCo”). INCJ, Hitachi, Sony and Toshiba are aiming to sign definitive and legally-binding agreements in the Autumn of 2011 and to complete the business integration in the Spring of 2012, subject to the receipt of any necessary government approvals.

All of the issued shares of subsidiaries of Hitachi, Sony and Toshiba engaged in the small- and medium-sized display business (i.e., Hitachi Displays, Ltd., Sony Mobile Display Corporation and Toshiba Mobile Display Co., Ltd., collectively referred to as the “Subject Subsidiaries”) and other assets are planned to be transferred to NewCo, and INCJ, as a public-private partnership that provides financial, technological and management support for next-generation businesses, plans to invest a total of 200 billion yen in NewCo in exchange for shares to be newly issued to INCJ by NewCo as a third-party allotment. Eventually, INCJ expects to hold 70% of the shares with voting rights of NewCo, while Hitachi, Sony and Toshiba each expect to hold 10% of such shares.

The global market of small- and medium-sized displays is expected to grow rapidly due to anticipated strong demand for high resolution, high value-added products, particularly for smartphones and tablet computers, and superior high resolution display technology, in which Japanese companies are world leaders, is key to competitiveness. Other small- and medium-sized display manufacturers have announced significant investment plans to try to capture this market, and appropriate measures are required in order to enhance competitiveness.

NewCo is expected to utilize the world's best high value-added technologies of the Subject Subsidiaries and establish new production lines by utilizing capital, which will be provided by INCJ, in order to meet the market demand for high value-added products. In addition, by efficient use of existing production capabilities of the Subject Subsidiaries, NewCo aims to improve its cost competitiveness to solidify its position as a global leading company in the small- and medium-sized display market.

In order to maintain and enhance the world's best technologies, NewCo is also expected to invest in the world's most advanced research and development. This investment will focus on the development of high-potential next-generation technologies, including higher resolution and thinner Organic light-emitting diode ("OLED") displays, in an effort to drive forward the market as a whole.

NewCo's management will be newly hired, and INCJ is leading the selection process. Each of INCJ, Hitachi, Sony and Toshiba plans to appoint the outside directors of NewCo. Also, INCJ, Hitachi, Sony and Toshiba intend to provide NewCo with technical support, and NewCo will establish a strong governance framework and business infrastructure.

"This is a landmark project for INCJ in our mission to make impactful, long-term and hands-on investments to grow next-generation businesses worldwide in the spirit of open innovation," said Kimikazu Noumi, President and CEO of INCJ. "The new company will become a leading small- and medium-sized display manufacturer, and by pooling compelling technological know-how, will be positioned to win in a competitive and lucrative global growth market that has a real impact on the quality of people's everyday lives."

"By integrating each partner company's wealth of display expertise and know-how, I am confident the new company will become a driving force for technological innovation and new growth in the rapidly expanding small- and medium-sized display market. I believe it will perform a vital role in ensuring the stable supply of high quality display devices that further enhance the user experience in the growing field of smartphones and tablet computers," said Howard Stringer, Chairman, CEO and President, Representative Corporate Executive Officer of Sony Corporation.

"I have every confidence that this integration of three highly capable manufacturers of small- and medium-sized displays and their leading-edge technologies, along with the infusion of capital from INCJ, will create a highly competitive company. Toshiba will provide full support for the new company as it seeks to win leadership in the global market," said Norio Sasaki, Director, Representative Executive Officer, President and Chief Executive Officer of Toshiba Corporation.

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"The new company, which integrates the three companies' technology, experience and resource, possess the necessary capabilities to offer high value-added products to meet customer needs, through the development of cutting-edge display technologies. I believe the new company will fully satisfy customers to succeed and to become a leading company in the global market." concluded Hiroaki Nakanishi, President of Hitachi, Ltd.

Outline of the NewCo (Planned):

Name: Japan Display K.K.

Shares with voting rights: INCJ 70%, Hitachi 10%, Sony 10%, Toshiba 10%

About Innovation Network Corporation of Japan (INCJ)

INCJ was established in July 2009 as a public-private partnership that provides financial, technological and management support for next-generation businesses. INCJ specifically supports those projects that combine technologies and varied know-how across industries and materialize open innovation. INCJ has the capacity to invest up to 900 billion yen (approx US\$ 12 billion). To date, INCJ has invested approximately 120 billion yen. INCJ is actively reviewing various investment opportunities in areas of environment, energy, electronics, IT, bio-technology and infrastructure such as water supply.

About the  
Subject  
Subsidiaries  
About Hitachi  
Displays, Ltd.

Founded: October 1,  
2002

Address of Head Office: Chiyoda-ku,  
Tokyo

Sales: 150.8 Billion  
Yen (in the  
fiscal year  
ended March  
31, 2011)

Capital: 35.2 Billion  
Yen (as of the  
end of March  
2011)

Major Shareholders and Shareholding Ratio: Hitachi 75%  
(as of the end of  
March 2011)

Representatives: Yoshiyuki  
Imoto

Employees: Approximately  
2,600 (as of the  
end of March  
2011)

Business: Development,  
design,  
production and  
sales of  
  
Small/mid-sized  
TFT LCDs and  
related products

Production base: Mobara-shi,  
Chiba

About Sony  
Mobile Display  
Corporation

Founded: October 22,  
1997

Address of Head Office: Higashiura,  
Chita-gun,  
Aichi

Sales: 141.2 Billion  
Yen (in the  
fiscal year  
ended March  
  
31,2011)

Capital: 23.1 Billion  
Yen (as of the  
end of March  
2011)

Major Shareholders and  
Shareholding Ratio: Sony 100% (as  
of the end of  
March 2011)

Representatives: Shuji Aruga

Employees: Approximately  
2,200 (as of the  
end of June  
2011)

Business: Development,  
design,  
production and  
sales of  
small/mid-sized  
LCD devices  
and OLED  
display  
devices

Production base: Higashiura  
TEC (Head  
office) -  
Higashiura,  
Chita-gun,  
Aichi  
Tottori TEC –  
Tottori-shi,  
Tottori

About Toshiba  
Mobile Display  
Co., Ltd.

Founded: April 1, 2002  
Address of Head Office Fukaya-shi,  
Saitama

Sales: 209.6 Billion  
Yen (in the  
fiscal year  
ended March



Capital: 31,2011)  
10 Billion  
Yen  
Major Shareholders and Shareholding Ratio: Toshiba Group  
100% (as of the  
end of March  
2011)

Representatives : Masahiko  
Fukakushi  
Employees: Approximately  
2,200 (as of the  
end of March  
2011)

Business: Development,  
production &  
sales of low  
temperature  
poly-silicon  
TFT LCDs and  
amorphous  
poly-silicon  
TFT  
LCDs

Production base: Headquarters  
Office –  
Fukaya-shi,  
Saitama  
Ishikawa  
Works -  
Kawakita-cho,  
Nomi-gun,  
Ishikawa

Press contacts:

Innovation Network Corporation of Japan

Strategic Planning Office

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Hitachi, Ltd.

Public Relations and Investors Relations Department

TEL : +81-(0)3-5208-9325

Sony Corporation

Corporate Communications

TEL : +81-3-6748-2200

Toshiba Corporation

Corporate Communications Office

TEL : +81-(0)3-3457-2105

<http://www.toshiba.co.jp/contact/media.htm>

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**SONY CORPORATION**  
(Registrant)

By: /s/ Masaru Kato  
(Signature)

Masaru Kato  
Executive Vice President and Chief  
Financial Officer

August 31, 2011