Sony Rolls Out Digital Media Academy Program For Higher Education

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SAN DIEGO, April 26, 2012 /PRNewswire/ -- Sony Electronics is teaming up with higher education institutions in a new program called Sony Digital Media Academy - a collaboration between Sony and academic institutions to foster and fuel innovative approaches and facilitate new expressive applications of digital media technologies.

The SDMA program connects Sony's unique digital media strengths with academia's innovative culture. Initial projects are primarily supported by Sony consumer electronics, and areas of research include high-definition mobile media production, new storytelling methods, innovative digital media processes, 3D cinema and augmented reality.

"The program is designed to expose students to the latest Sony technologies and equipment, building on mutually beneficial goals, in order to help education to stay ahead of the curve and evolve with the ever-changing landscape of technologies," said Steve Zimmer, Business Development Manager at Sony Electronics. "There is a shared commitment and investment with the schools and we will help facilitate the development of production, research and curriculum with new Sony products."

Nine institutions have signed up to participate in the kick-off of the program, including:

- American University, School of Communication -- Washington, D.C.
- Drexel University, Antoinette Westphal College of Media Arts & Design – Philadelphia, PA
- New York University, Tisch School of the Arts -- New York
- School of the Art Institute of Chicago (SAIC), Chicago, IL
- The Florida State University, College of Motion Picture Arts – Tallahassee, FL
- UCLA, School of Theater, Film and Television – Los Angeles
- UC San Diego, Division of Arts and Humanities – San Diego, Calif.
- University of Central Florida, College of Arts & Humanities -- Orlando, FL
- University of Southern California, School of Cinematic Arts – Los Angeles
“These initial campuses were selected and invited to participate in the SDMA program based on their diverse strengths and leading educational programs in digital media, as well as their previous programmatic relationships with Sony,” added Zimmer.

Each participating school developed proposals for digital media projects to undertake in the coming year. Sony is supporting successful proposals with a range of technologies, including 3D Handycam® camcorders, VAIO® computers, Alpha DSLR cameras and Sony Tablets. As the program develops and evolves, Sony will explore the possibilities for collaborating with more schools. For more information about the program, visit www.sony.com/SDMA.

About Sony Electronics
Headquartered in San Diego, Sony Electronics is a leading provider of audio/video electronics and information technology products for the consumer and professional markets. Operations include research and development, design, engineering, sales, marketing, distribution and customer service.

Sony is noted for a wide range of consumer audio-visual products, such as the BRAVIA® LCD and 3D high-definition televisions, Cyber-shot® digital camera, Handycam® camcorder and Walkman® personal stereo. Sony is also an innovator in the IT arena with its VAIO® personal computers; and in high-definition professional broadcast equipment, highlighted by the XDCAM® HD and CineAlta™ lines of cameras and camcorders, and the SXRD™ 4K digital projector. The latest news and information is available at www.sony.com/news.

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