

Sony: 'Christmas in July' live presentation with actors

Delivered in a Soho Town house to journalists

House was decorated as if it were Christmas

Excerpt

Dad:

Hi there everyone, my name's John and, for my sins, I'm the dad of the household.

Before we get started, I'd like to welcome you all and say thanks a lot for leaving your own Christmas festivities and struggling here through the sleet and snow to be our guests.

I don't know what your Christmas has been like, but for me, I have to say, it's been absolutely brilliant.

Hardly any socks. No ties and no hankies. Instead I got something really, really special.

And before we take a look around, I'd like to show it to you.

It's so special; I'm going to give it a big build up.

I've always been a massive music fan, and when CDs came out, I couldn't believe the quality of the sound. Fantastic. In fact, it made me rush out to the shops and buy a CD player and load all my favourite albums on CD.

But time moves on - and don't I know it.

Because my big Christmas prezzie was this unbelievable Sony Super Audio CD system.

It is absolutely gobsmacking. I've never heard anything like it.

It uses these specially recorded Sony Super Audio discs.

You get fabulous surround sound and the quality's brilliant.

It's almost like being there.

(pause)

After that build up, it's time to hear something..

My kids think it's sad, but I've always been a Pink Floyd fan

Just listen this...

PLAY SONY SUPER AUDIO TRACK (1 MINUTE)

Wasn't that great. PLUS EXTRA COMMENT ABOUT THE TRACK

Apparently, it's all about digital waves that are the same shape as sound waves so what you effectively have is something that's as close to the original recording as you can get.

And the good thing is, most Super Audio CDs are what's called hybrid - that means you can play them on any CD player - and all your old CDs can be played on the Super Audio CD system. So it's really neat.

I've already told the kids that this little lot is out of bounds until Dad's played all his back catalogue. Fat chance I know - but you have to try.

Although I have to say, my daughter has been very quiet, since she opened her presents. Perhaps we could go and have a look. I'll go first - sometimes it can be quite dangerous if you disturb her!

DAD LEADS GROUP TO STUDY. KNOCKS ON DOOR.

Dad: Hello, it's Dad.

Daughter (happily): Hi there! Come in.

Dad: Our guests are here, you OK?

Daughter: Yeah! No problem.

Dad: (with a wry smile to the group): We're in luck.

GROUP ENTER STUDY

Daughter: Hi everybody. Dad been playing you his groovy music has he? He's the original wrinkly rocker.

Dad: I'm off!

DAD LEAVES STUDY

Daughter: (to group): He's so excited. Bless. But I have to say he's not the only one. I got just what I wanted for Christmas - check this out!

Daughter demos either Camcorder or Digital Still Camera, takes photo with Digital Still Camera or Camcorder, puts memory stick in Digital Printer & prints photo, puts memory stick in Clié & shows photo on screen, talks about Bluetooth, WiFi, Compact Flash, pre-installed software, handwriting recognition & battery life.

She introduces Stuart (my uncle) to demo Network Media Receiver.

STUART LEADS INTO DRAWING ROOM...