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SONY

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What Is Sony?

Monsters want to destroy the planet. Sackboy and his friends must use their special talents to fight them and save the day. But the monsters are powerful. Will Sackboy and his friends survive? Several children guide these characters in the exciting game *LittleBigPlanet3*. They play on PlayStation 4. Sony makes this popular **console**. Its games entertain people all over the world.

The Sony Corporation is a Japanese electronics and entertainment company. Its world **headquarters** is in Tokyo, Japan. Popular Sony products include televisions, game consoles, and music players. One of Sony's most successful businesses is selling **insurance** in Japan.

The company also makes movies and music. People all over the world recognize Sony's **logo**. The **brand** is among the most popular on the planet!



By the Numbers

worth
\$34.1 billion
in 2016

\$9.5 billion
total insurance sales
in 2015

around
200 million
Walkman cassette
players sold over
time

more than
52 million
pounds (23.6 million kilograms)
of recycled Sony products
collected in the U.S. in 2014

125,300
employees

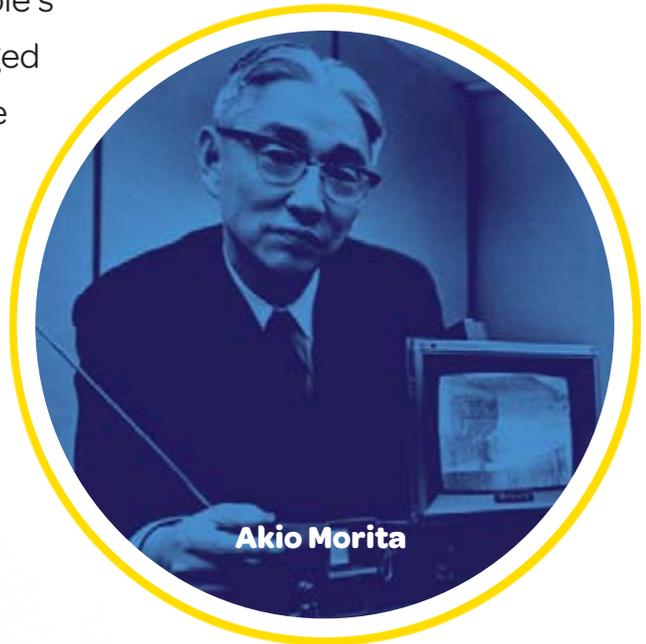
more than
150 million
PlayStation 2 consoles
sold over time

\$1.1 billion
in profits from
movies and music
in 2015

Two Men with Big Dreams

Masaru Ibuka and Akio Morita are Sony's **founders**. The two men did not know each other growing up. But they both shared similar interests. At young ages, they liked fixing things and learning how they worked. The two met while creating technology for World War II.

After the war ended, Masaru and Akio founded Tokyo Tsushin Kogyo in 1946. The company's name changed to Sony in 1958. At first, the company focused on electronics. Masaru was chief engineer and Akio **marketed** products. They aimed to make products that would improve people's lives. They also encouraged employees to be creative and explore new ideas. Their leadership styles helped the company achieve great success.





Akio Morita

Masaru Ibuka

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