

Sony opens new premium electronics store in Century City mall

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Sony is opening the first of its newly rebranded stores at the Westfield Century City shopping mall in Los Angeles this weekend.

According to a recent statement from Sony, this 4,200-square foot store is the first of its rebranded Sony stores, previously known as Sony Style. These new stores will offer customers premium services and a hands-on experience with Sony's current and future electronic products and services. Doors open to customers Friday, April 1.

Customers will be able to test products such as video cameras and headsets as well as network services such as Sony's streaming music service Music Unlimited. They'll also get to play PlayStation's *Gran Turismo 5* on a PS3 and a Sony 3DTV. 3D movies from Sony Pictures will also be playing for customers.

Sony will also showcase its emerging technologies at the Century City store. Sony's RayModeler, a 360-degree display prototype that projects a 3D image viewable from all angles will be featured at the store.

The first 102 people who enter the new Sony store each day, April 1-3, will receive a Sony Instant Play Pass for a chance to win one of 102 prizes. These prizes include a Sony Internet TV, a Sony VAIO notebook PC, a Reader digital book, a Bloggie camera and a pair of PIIQ headphones.

Sony is also providing entertainment for customers during this Grand Opening. Grammy nominated singer/songwriter Natasha Bedingfield is scheduled to perform songs from her new album "Strip Me" in the store on April 2 at 4 p.m. 102.7 KIIS FM radio will also be on hand.

Customers who scan the in-store QR code with their smartphones will be entered for a chance to win a pair of tickets to KIIS FM's day-long music festival, Wango Tango.