

Sony DADC

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Sony DADC voted leading Sony Six Sigma Company in Europe

Berlin, Germany; June 7, 2004 – Sony DADC has been ranked as this year's number one company in overall Sony Six Sigma activities within the Sony Europe Corporation. Competing with divisions from entire Europe, the Sony Six Sigma Office judged the company's performance in applying the methodology to all processes as excellent. Sony Six Sigma is essential in improving quality of products and services, reliability and management capabilities. In the past year over 5,000 customers from the entertainment and software industries worldwide profited from Sony DADC's capabilities and high-quality solutions.

The Sony Six Sigma jury honoured Sony DADC for achieving best overall results in engineering and transactional processes, such as sales and service. Dieter Daum, CEO of the Sony DADC network accepted the 'Best Organization' award. "We are grateful to receive this recognition for all our efforts within the global Sony DADC network," says Dieter Daum. "Our customers all over the world are the main beneficiaries of our ongoing quality improvements. This prize demonstrates our high standards in providing outstanding solutions." Sony Six Sigma Instructor Hubert Schiester was rewarded the 'Best Employee' award for his success in implementing Sony Six Sigma within the Sony DADC network and Sony Europe Corporation.

Sony Six Sigma is a management tool which provides employees with straightforward project and process management methods and a new way of thinking. This scientific approach serves as a common business language ensuring efficient decision-making and understanding in a multi-cultural and global business environment.

Aside from leading quality, Sony DADC's success is built on several pillars: A large product portfolio to fulfil future and present customer needs, ongoing development of innovative technologies and a knowledgeable workforce. At Sony DADC the entire work evolves around the customer. A competent team of in-house and sales agents is employed in all major markets. Agents visit customers on-site to ensure that Sony DADC understands the individual demands.

With a daily capacity of 2,5 million discs Sony DADC is the world's largest provider of pre-recorded optical discs and innovative solutions, supplying a full line of high-quality products and services to the entertainment business.

Services include digital asset management, authoring, editing, copy control, graphic design, mastering, replication, packaging, distribution and fulfilment for CD-Audio, CD-ROM, DVD, Super Audio CD, Recordable and PlayStation™ discs. For further questions, please contact Sony DADC at +43 6246-880-555 or via email at sales@sonydadc.com and visit us at www.sonydadc.com.

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