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SONY CORP
Form 6-K
October 18, 2007

Form 6-K

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D. C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934

For the month of October 2007
Commission File Number: 001-06439

SONY CORPORATION
(Translation of registrant's name into English)

1-7-1 KONAN, MINATO-KU, TOKYO, 108-0075, JAPAN

(Address of principal executive offices)

The registrant files annual reports under cover of Form 20-F.

Indicate by check mark whether the registrant files or will file annual reports
under cover of Form 20-F or Form 40-F,

Form 20-F X

Form 40-F __

Indicate by check mark whether the registrant by furnishing the information
contained in this Form is also thereby furnishing the information to the
Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934,
Yes No X

If "Yes" is marked, indicate below the file number assigned to the registrant in
connection with Rule 12g3-2(b): 82-_____

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the
registrant has duly caused this report to be signed on its behalf by the
undersigned, thereunto duly authorized.

SONY CORPORATION
(Registrant)

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By: /s/ Nobuyuki Oneda
(Signature)
Nobuyuki Oneda
Executive Vice President and
Chief Financial Officer

Date: October 18, 2007

List of materials

Documents attached hereto:

i) Press release announcing Sony Computer Entertainment America announces new 40GB Playstation(R)3 (PS3(TM))configuration and price reduction of current 80GB model

Sony Computer Entertainment America

SONY COMPUTER ENTERTAINMENT AMERICA ANNOUNCES NEW 40GB
PLAYSTATION(R)3 (PS3(TM))CONFIGURATION AND PRICE REDUCTION OF
CURRENT 80GB MODEL

New 40GB Model to be available in North America on November 2nd for \$399;
Effective Immediately, 80GB PS3 to be priced at \$499

FOSTER CITY, Calif., October 18, 2007 - Sony Computer Entertainment America Inc. (SCEA) today announced plans to introduce a new 40GB model of its PLAYSTATION(R)3 (PS3(TM)) computer entertainment system. Beginning November 2nd, to further enhance the HD entertainment experience, the new 40GB PS3 model will come bundled with the blockbuster movie Spider-Man(TM) 3 Blu-ray Disc(TM) (BD) from Sony Pictures Home Entertainment, and will be available in North America for a suggested retail price of \$399 (USD/CND). The company also announced that effective immediately, the current 80GB PS3 model will be available in North America for \$499 (USD/CND), \$100 below the original launch price.

"We're pleased to offer the consumer a lower price point without sacrificing the core technology components that make PS3 the most advanced high-definition entertainment system available. Every PS3 comes with a Blu-ray drive, HDMI output, an integrated Wi-Fi connection, Cell Broadband Engine and a built-in hard-drive," said Jack Tretton, President and CEO, SCEA. "This holiday season we'll be able to offer attractive retail pricing with a broad portfolio of outstanding games including Ratchet & Clank(R) Future: Tools of Destruction(TM), THE EYE OF JUDGMENT(TM), Uncharted: Drake's Fortune(TM), Heavenly Sword(TM), Call of Duty(R) 4: Modern Warfare, Assassin's Creed(TM), Haze(TM) and RockBand (TM)."

The new 40GB PS3 will no longer play PlayStation(R)2 titles, reflecting the availability of a more extensive line-up of PS3 specific titles. Consumers looking for backwards compatibility can take advantage of the limited PlayStation 2 backwards compatibility of the 80GB PS3.

PLAYSTATION(R)3 40GB Specification

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Product name	PLAYSTATION(R) 3		
CPU	Cell Broadband Engine(TM)		
GPU	RSX(TM)		
Sound	Dolby 5.1ch, DTS 5.1ch , LPCM 7.1ch, AAC, others *1 *2		
Memory	256MB XDR Main RAM, 256MB GDDR3 VRAM		
HDD	2.5" Serial ATA		40GB
I/O	USB 2.0		x2
Communication	Ethernet	x1 (10BASE-T, 100BASE-TX, 1000BASE-T)	
	IEEE 802.11 b/g		Included
	Bluetooth 2.0 (EDR)		Included
Wireless controller (Bluetooth)			Included
AV Output	Screen size	480i, 480p, 720p, 1080i, 1080p	
	HDMI OUT		x1 *3
	AV MULTI OUT		x1
	DIGITAL OUT (OPTICAL)		x1
BD/DVD/CD Drive (Read Only)	Maximum Read Speed	BD 2x (BD-ROM)	
		DVD 8x (DVD-ROM)	
		CD 24x (CD-ROM)	
Dimensions		Approximately 12.75in (W) x 3.86in (H) x 10.8in (D)	
Weight		Approximately 11 lbs	

*1 A device compatible with Linear PCM 7.1 Ch. is required to output 7.1 Ch. audio, supported by Dolby TrueHD or a similar format, from the HDMI OUT connector.

*2 This system does not support output from the DTS-HD 7.1 Ch. DTS-HD 7.1 Ch. audio is output from a 5.1 or lower channel.

*3 "Deep Color" and "x.v.Color (xvYCC)" defined by HDMI ver1.3a are supported.

About Sony Computer Entertainment America

Sony Computer Entertainment America Inc. continues to redefine the entertainment lifestyle with its PlayStation(R) and PS one(R) game console, the PlayStation(R) 2 computer entertainment system, the PSP(R) (PlayStation(R)Portable) system, the ground-breaking PLAYSTATION(R)3 (PS3(TM)) computer entertainment system and its online and network services the PLAYSTATION(R)Network and PLAYSTATION(R)Store.

Recognized as the undisputed industry leader, Sony Computer Entertainment America Inc. markets the PlayStation family of products and develops, publishes, markets and distributes software for the PS one game console, the PlayStation 2 computer entertainment system, PLAYSTATION 3 and the PSP system for the North American market. Based in Foster City, Calif., Sony Computer Entertainment America Inc. serves as headquarters for all North American operations and is a wholly owned subsidiary of Sony Computer Entertainment Inc.

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