

More Sony in Store

Written by Bob Snyder
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Despite the economy (and layoffs), Sony opens a new retail store in USA with Comcast. SonyStyle Comcast Labs is in the Comcast Center, the newest skyscraper in Philadelphia and HQ for America's largest cable operator.

The 3400-sq. ft. store will show off home broadband equipment that lets people surf at 100 megabits per second. Sony will display a new TV running Comcast's TV interface. It uses Tru2way (software that cable providers are rolling out to standardize their systems so the same STB can work with any cable operator). The store also will sell Sony PlayStations, laptops, cameras and camcorders.

Comcast says no plans for now to expand beyond the one store, but that could change depending on how this store performs. Sony has over 40 Sony Style, retail stores in USA, but says the new retail space is "a lot more techie" than lifestyle-driven Sony Style outlets.

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