



Press Release

*****UNDER EMBARGO until 14th September 2015, 01.01 CET*****

Money Penny takes the lead in campaign film for Sony *Naomie Harris stars in a 60 second campaign film, as she fights to deliver Bond's must-have Xperia mobile phone*

- New campaign film from Sony features brand new technologies that have been 'made for Bond'
- Set against a backdrop of London's South Bank, Money Penny uses the Sony RX100 IV camera to capture super-slow-motion surveillance as a drama unfolds with an intense chase to deliver Bond's Xperia Z5 smartphone
- Directed by Danny Kleinman – the man behind many of the legendary Bond title sequences

London, United Kingdom – Ahead of the release of the highly anticipated motion picture *SPECTRE*, Sony has unveiled its 'Made for Bond' advertising campaign, which stars Naomie Harris as Money Penny. *SPECTRE*, from Albert R. Broccoli's EON Productions, Metro-Goldwyn-Mayer Studios, and Sony Pictures Entertainment, will be released in the UK on October 26 and in the US on November 6.

Packing a powerful punch, the short film follows a tense chase across London's South Bank as Money Penny fights off mysterious villains to deliver Bond's [Xperia Z5](#) phone. Using state-of-the-art tools, including an advanced compact [RX100 IV](#) Cyber-shot camera, she captures surveillance in super-slow motion.

The 60-second piece has been produced by the legendary British director Danny Kleinman. Created by ad agency adam&eveDDB with production company Rattling Stick, the majority of the campaign film was shot on Sony's

F65 professional 4K cinema camera, interspersed with 'slow motion' surveillance that can be seen through the screen of the RX100 IV camera, and photography shown on the screen of the Xperia Z5.

Kleinman says, "The campaign film truly captures the excitement of the chase, being on a mission and taking the viewer on the journey, all set against an iconic London backdrop."

Harris adds, "London provides the perfect setting for the campaign film. Ultimately, at the centre of Bond is Britishness, so it was really important that the ad was shot here. It is not your traditional commercial; it's an action-packed mini movie in itself."

Kazuo Hirai, President and CEO, Sony Corporation adds, "Sony has been a proud partner of the iconic Bond films since *Casino Royale*. While both the Xperia Z5 and RX100 IV are action-packed and full of features, they are also real, everyday-life gadgets. Whether being used by Moneypenny on undercover surveillance or a creative photographer who wants to take and share outstanding photography captured on social channels, they're easy to use, pocketable and award-winning products for day-to-day and secret agent use alike."

The campaign officially launches with the TV commercial, which will first air in the UK on 1st October 2015 and will run until 8th November. The media campaign led by MediaCom also encompasses print, retail, digital and OOH.

With its compact size, the power of the premium RX100 IV camera – featuring the a world's first¹ 1.0 inch type stacked Exmor RS CMOS sensor, 40x super-slow-motion video capture at up to 1000fps², and the ability to speedily read data 5x faster than previous models – makes it the perfect accessory for Moneypenny.

With the fastest autofocus in a leading smartphone³ delivering a ground-breaking speed of just 0.03 seconds⁴, a fingerprint sensor integrated

¹ For digital still cameras (according to Sony research as of June 2015).

² In PAL. PAL / NTSC is switchable in the menu system. Slow-motion footage can be recorded at 1000fps, 500fps and 250 fps. Sound cannot be recorded when shooting slow motion. An SDXC memory card of Class 10 or higher is required.

³ Based on the results of technical testing of the speed of autofocus of Sony's Xperia™ Z5 Compact and Xperia™ Z5 smartphones with Apple iPhone 6, Apple iPhone 6 Plus, HTC One M9, LG G4, Samsung Galaxy

within the iconic power button, and beautifully sleek waterproof⁵ design, the Xperia Z5 is an advanced next-generation smartphone ideal for Bond.

The Xperia Z5 was recently announced on the 2nd September 2015 and will be available globally from October 2015.

Sony. Made for Bond.

– Ends –

Notes to Editors

For more information, please contact Sony PR team: [add details](#)

For more information on both products, see www.sony.co.uk for more details.

Useful links

- YouTube link to advert (60second): [\(link to Sony YouTube clip of ad\)](#)
- Embed link (60second advert): [\(link to embed link on Sony YouTube clip of ad\)](#)

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Sony recorded consolidated annual sales of approximately \$68 billion for the fiscal year ended March 31, 2015. Sony Global Web Site: <http://www.sony.net/>

About SPECTRE

A cryptic message from the past sends James Bond (Daniel Craig) on a rogue mission to Mexico City and eventually Rome, where he meets Lucia Sciarra (Monica Bellucci), the beautiful and forbidden widow of an infamous criminal. Bond infiltrates a secret meeting and uncovers the existence of the sinister organisation known as SPECTRE.

Meanwhile back in London, Max Denbigh (Andrew Scott), the new head of the Centre for National Security, questions Bond's actions and challenges the relevance of MI6, led by M (Ralph Fiennes). Bond covertly enlists Moneypenny (Naomie Harris) and Q (Ben Whishaw) to help him seek out Madeleine Swann (Léa Seydoux), the daughter of his old nemesis Mr White (Jesper Christensen), who may hold the clue to untangling the web of SPECTRE. As the daughter of an assassin, she understands Bond in a way most others cannot.

As Bond ventures towards the heart of SPECTRE, he learns of a chilling connection between himself and the enemy he seeks, played by Christoph Waltz.

Note 4 and Samsung Galaxy S6 (being the "Leading Smartphones" defined by Strategy Analytics as the top six flagship devices according to shelf share in 2015). Research was conducted by Strategy Analytics between 5th to 6th of August, 2015. For more information, go to: Sony Mobile Communications

⁴ In compliance with CIPA guidelines (CIPA - Camera & Imaging Products Association).

⁵ Xperia Z5 series is waterproof and protected against dust as long as you follow a few simple instructions: all ports and attached covers are firmly closed; you can't take the phone deeper than 1.5m of water or for longer than 30 minutes; and the water should be fresh water. Casual use in chlorinated pools is permitted provided it's rinsed in fresh water afterwards. No seawater and no salt water pools. Abuse and improper use of device will invalidate warranty. The phone has an Ingress Protection rating of IP65 and IP68. To see what this means and for more information see <http://support.sonymobile.com/global-en/dm/waterproof>.

Sam Mendes returns to direct SPECTRE, with Daniel Craig reprising his role as 007 for the fourth time. SPECTRE is produced by Michael G. Wilson and Barbara Broccoli, from a script by John Logan and Neal Purvis & Robert Wade and Jez Butterworth.

About Albert R. Broccoli's EON Productions

EON Productions Limited and Danjaq LLC are wholly owned and controlled by the Broccoli/Wilson family. Danjaq is the US based company that co-owns, with Metro-Goldwyn-Mayer Studios, the copyright in the existing James Bond films and controls the right to produce future James Bond films as well as all worldwide merchandising. EON Productions, an affiliate of Danjaq, is the UK based production company which makes the James Bond films. The 007 franchise is the longest running in film history with twenty-three films produced since 1962. Michael G Wilson and Barbara Broccoli succeeded Albert R 'Cubby' Broccoli and have produced some of the most successful Bond films ever including CASINO ROYALE, QUANTUM OF SOLACE and SKYFALL. The 24th film, SPECTRE, is currently in post-production.

About Metro-Goldwyn-Mayer

Metro-Goldwyn-Mayer is a leading entertainment company focused on the production and global distribution of film and television content. The company owns one of the world's deepest libraries of premium film and television content. In addition, MGM has investments in domestic and international television channels and is the majority owner of and distributor for United Artists Media Group (UAMG). For more information, visit www.mgm.com.

About Sony Pictures Entertainment

Sony Pictures Entertainment (SPE) is a subsidiary of Sony Entertainment Inc., a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production, acquisition and distribution; television production, acquisition and distribution; television networks; digital content creation and distribution; operation of studio facilities; and development of new entertainment products, services and technologies. For additional information, go to <http://www.sonypictures.com>.

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