



اَوْنِيُوْزْسِيْتِيْ بِاْتِيْكَوْلُوْجِيْ مَارَا  
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# SONY

## Product Analysis Sony Corporation

### TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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## **Executive Summary**

Sony is a company that strives to be the best. Our corporate strategy is to market and market creative and high-quality electronic consumer goods. As part of the company 's ongoing mission to consistently provide the industry's best dealer support, Sony Malaysia is launching its new Sony Designated Store Program to help distributors provide a better level of visual merchandising and customer services, while at the same time reducing distributor costs. One of products that produce by this company is Xperia 1 II. The product has two type which is Xperia 1 and Xperia 1 II. The purpose of this case study is to identify, analyse and investigate the company-based product, the problems of the product and proposed solutions to solve the problems. After doing the product analyses the latest Sony Xperia 1 ii does not meet the tastes of customers. The problem are sony

Xperia 1 ii camera does not have a wide angle camera in the camera software. this becomes a problem that needs to be solved to help customers who are interested in photography. Indirectly, consumers buy Xperia 1 II phone because it is more about photography. In fact, the front camera of Sony Xperia 1 II does not have a wide angle. This can cause a significant problem because the Sony Xperia 1 II is for photography.

This study come out the best solution in the problem. The best solution is make an innovation for wide angle front camera by making a small lens device. In this situation, there are two types of users that are not interested in front angle and like wide angle. This is because, the wide angle front camera also plays an important role in seeing the wide front situation.

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## 1.0 INTRODUCTION

### 1.1 Background of Study



Mobile phones are especially smartphones that are our inseparable companions today. It becomes a necessity in life to make things easier. However, the history of cell phones dates back to 1908 when a U.S. Patent was issued in Kentucky for wireless telephony. In the old days, telephones were only in one place using wires. Mobile phones were invented in the early 1940s when engineers working at AT&T developed cells for cell phone base stations. Day by day, the community can see this service can be used anywhere. Sony Mobile Communications Inc is a multinational telecommunications company founded on October 1, 2001 as a joint venture between Sony and Ericsson, headquartered in Tokyo, Japan and wholly owned by Sony. It was originally incorporated as Sony Ericsson Mobile Communications, and headquartered in London, England, until Sony acquired Ericsson's share in the venture on February 16, 2012. Sony released the Sony Xperia 1 edition in February 2019. One year after the debut of its super-tall Xperia 1, Sony is back with a successor, the obscenely titled Xperia 1 II. In Europe the handset will be Sony's first to support 5G, where it will be able to connect to sub-6GHz networks. Sony is keen to emphasize the photography capabilities of its flagship smartphone, and there are also some neat hardware inclusions like a 3.5mm headphone jack and support for wireless charging. Photography is one such trend. In auto photography using the camera for take photographs, choosing images and presentations of themselves. This allows researchers to capture and articulate guide methods using a camera.

### 1.2 Purpose of study

The purpose of this case study is to identify, analyse and investigate the company-based product, the problems of the product and proposed solutions to solve the problems. By doing so, I as a researcher can study opportunities to improve existing products for new advances to see if new products can be commercialized or not.

## 2.3 Product/Services

### Telephone by SONY

	Name	Description
	Sony Xperia 1	<ul style="list-style-type: none"> <li>- Announced 2019, February 25. Available released 2019, May 30.</li> <li>- Xperia 1 was made with advanced technology from Sony's professional monitors, cameras and audio devices, to deliver the best experience in a smartphone.</li> </ul>
	Sony Xperia 1 ii	<ul style="list-style-type: none"> <li>- Announced :2020, February 24. Available released 2020, May 22.</li> <li>- The Xperia 1 II sets a new bar for speed in a</li> </ul>