

Sony España S.A

Sony España S.A was founded by the Sony Corp. The central office of Sony España, which is among the key firms in Spain is located in Barcelona, and has in total 2787 employees all over Spain.

Sony Corp. is a major Japanese manufacturer of consumer electronics, which was founded by Ibuka Masaru and [Morita](#) Akio in 1946 as Tokyo Telecommunications Engineering Corp., it adopted its present name in 1958. It began by making voltmeters, sound generators, and similar devices. Its first major consumer item was an audio tape recorder, introduced in 1950. Since then it has pioneered new technology for consumer products marketed worldwide, including the first pocket-sized transistor radio (1957), a colour videocassette recorder (1969), and the Walkman portable tape player (1979). In 1994 Sony released the PlayStation video game console. Its entertainment divisions include motion-picture firms Columbia TriStar and Sony Pictures and recording labels Epic and Columbia.

Sony's presence in Spain dates from 1965, which began marketing some of their products through the company Kosmos Electric SA. The company "Sony España S.A." was formed in 1965 as distributor of Sony International Corp.

In 1982, Sony acquired the majority of the company was renamed Sony Spain S. A., the name by which it is known today.

And nowadays Sony España imports, exports and distributes products like photographic material, electronics, radioelectrics and informatics with support.

Some of biggest competitors for each sectors are Nokia on mobile phones, Philips on general electronics, Canon on photographs, Apple and HP on laptops.

Principal Competitors

Nintendo Co., Ltd.; Matsushita Electric Corporation; Motorola, Inc.; Hitachi, Ltd.; Koninklijke Philips Electronics N.V.; Toshiba Corporation; Yamaha Corporation; Victor Company of Japan, Limited; Sharp Corporation; Bose Corporation; Samsung Group; Pioneer Corporation; SANYO Electric Co., Ltd.; Canon Inc.; AOL Time Warner Inc.; BASF Aktiengesellschaft; Bertelsmann AG; Compaq Computer Corporation; Daewoo Group; Dell Computer Corporation; EMI Group plc; Fuji Photo Film Co., Ltd.; Fujitsu Limited; Harman International Industries, Incorporated; International Business Machines Corporation; Intel Corporation; LG Electronics Inc.;

Microsoft Corporation; NEC Corporation; Nokia Corporation; Oki Electric Industry Company Limited; Viacom Inc.; Virgin Group Ltd.; Vivendi Universal S.A.; The Walt Disney Company.

The president and executive director of Sony España is Navarrete Sanz Pedro Vicente. The company is hold by two shareholders, SONY Europe Holding and SONY CORPORAION, and one copartner, SONY International.

Furthermore, Sony España S.A. owns several firms: *"VstaAtras"*, *"Vista Atras"*, *"Servicio Atencion Exclusiva Serviplus 5 años Digital"*, *"Imagora"*, *"Easy to print"*, *"DV Lince"*, *"DOS Distribuidor Oficial Sony"*.

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