



## **CASE STUDY: SONY GENERATED NEW LEADS AND INCREASED CONTACTS WITH TECH BRIEFS' WEBINAR SERVICES**

Sony's Visual Imaging Products group, a division of Sony Electronics, markets a full line of professional and industrial CCD cameras, including Smart, IEEE 1394.b, analog B/W, color, high-speed, progressive scan, network, block and video conferencing cameras.

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# **SONY**

When Terry Huber, Marketing Manager of Sony's Visual Imaging Products division, was charged with the mission of developing new business, she chose to work with Tech Briefs Media Group to accomplish the task.

"We were looking for the opportunity to get in front of new prospects and educate them about our products and services," Huber said. "We chose to work with Tech Briefs Media Group as a result of the success we experienced working with them on a print campaign – the audience had been so responsive to our messaging and we received so many requests for more information that we knew Tech Briefs Media Group's audience was a good match for us."

"Tech Briefs Media Group's services were excellent. Putting the presentation together was very simple and the training sessions provided made for a very smooth implementation.

We were surprised to note how many attendees we were able to reach that were just learning about the technology we offer, though we've spent the last several years promoting it in other ways."

"We were happy not only with the registration turnout, but also the fact most of the attendees were engaged throughout the entire duration of the event. The promotion significantly increased contacts in our database. The webinar was a great vehicle to get new technology and education out to the market and a perfect way to introduce new prospects to our sales representatives."

The Sony webinar, VisionPro™ Software Library for Sony Smart Cameras, describes a new machine vision approach that combines the flexibility of programmable vision software with the standalone deployment package offered by a smart camera.

**To view the archived webinar, visit:**  
**[www.techbriefs.com/webinar03](http://www.techbriefs.com/webinar03)**

