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Corporate history

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Establishment

1946 May
Tokyo Tsushin Kogyo K.K. (Tokyo Telecommunications Engineering Corporation), also known as Totsuko, established in Nihonbashi, Tokyo with start-up capital of 190,000 yen for the research and manufacture of telecommunications and measuring equipment.

1947 Jan
Company head office and factory relocated to Shinagawa, Tokyo.



Oct
Successful commercialization and sales launch of Sony's "power megaphone."

1949 Sep
Completion of first magnetic tape recorder prototype.

1950 -

1950 Mar
Japan's first magnetite-coated, paper-based recording tape, "Soni-Tape," launched.

May
Japan's first magnetic tape recorder, the **G-Type**, order launched.



1954 May
Sendai plant established in Tagajo, near Sendai, Miyagi Prefecture. (in April 1992 it was renamed Sendai Technology Center.)

Jul
Announcement of Japan's first PNP alloy-type transistor and germanium diode.



1955

Feb

Decision made to use SONY logo on Totsuko products.



Aug

Totsuko listed on the OTC (over-the-counter) market of the Tokyo Stock Exchange (TSE).

Sep

Japan's first transistor radio, the **TR-55**, launched.



1958

Jan

Company name changed to Sony Corporation.

Dec

Sony listed on the TSE.

1959

Jun

Formal announcement of research results leading to the negative-resistance "Esaki Diode" prototype.

1960 -

1960

Feb

Sony Corporation of America (SONAM) established in the United States.

May

World's first direct-view portable TV, the **TV8-301**, launched.

Nov

Atsugi plant established in Atsugi, Kanagawa Prefecture (renamed Atsugi Technology Center in August 1989).

Dec

Sony Overseas S.A. established near Zurich, Switzerland.

1961

Mar

Japan's first all-transistor amp tape recorder, **TC-777**, launched.

Jun

Sony became the first Japanese company to offer shares in the United States in the form of American Depositary Receipts (ADRs) on the OTC market of the New York Stock Exchange.

1962

May

The world's smallest and lightest all-transistor TV, **TV5-303**, launched.



Nov

Sony Corporation of Hong Kong Ltd. established.

1963

Jul

World's first compact transistor VTR, the **PV-100**, launched.