

Sony Center am Potsdamer Platz

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If you have any questions, please contact:

Anke Illigen
Senior Project & PR Manager
Forum Event Management GmbH

Bellevuestr. 3
10785 Berlin
Germany

E-mail: pr.berlin@forum-event.de
<http://www.sonycenter.de>

Tel.: +49 (0) 30 25 75 1603
Fax: +49 (0) 30 25 75 1640

Facts and Figures Sony Center am Potsdamer Platz

Property Size: 26,444 sq. m
 Gross Floor Area: Approx. 132,500 sq. m (floor space coefficient: 5)
 Completion: June 2000
 Investment Volume: approx. € 750 million

Owner: Sochribel-GmbH-Gruppe
 Developer: Sony
 Asset Management: Oxford Properties Management (Germany) GmbH
 Property Management: Cushman & Wakefield GmbH
 Architect's Office: Murphy/Jahn, Chicago

Utilization

Offices: Office Tower at Kemperplatz approx. 21,000 sq. m
 Office Tower at Potsdamer Platz approx. 23,000 sq. m
 Office Building at the Philharmonic approx. 14,000 sq. m
 Office Building at Forum, Bellevuestr. approx. 10,000 sq. m

Apartments: Condominiums
 Esplanade Residence
 (134 apartments, 60 to 227 sq. m) approx. 13,000 sq. m
Rental
 Forum Apartments
 (67 apartments, 37 to 145 sq. m) approx. 5.200 sq. m

Filmhaus: Freunde der Deutschen Kinemathek e. V. /
 Arsenal Kino, Stiftung Deutsche Kinemathek-
 Museum für Film und Fernsehen,
 Marlene Dietrich Collection, Deutsche Film-
 und Fernsehakademie Berlin (dfffb) approx. 16,700 sq. m

Entertainment CineStar Original with 8 screens
 CineStar IMAX approx. 11,100 sq. m
 LEGOLAND® Discovery Centre approx. 3,500 sq. m

Events: Movie premières, cultural events, public viewing, product
 presentations, art exhibitions, sports events

Retail: Sony Store, 'Food & Shops' at Passerelle

Gastronomic Kaisersaal, Josty, Lindenbräu, Billy Wilder's,
 Facilities: Alex, Corroboree, Dunkin' Donuts approx. 7,300 sq. m

Internet: www.sonycenter.de
 Visitor figures: up to 7 million annually, on average 19,500 per day

Parking for approx. 860 cars; direct access to subway, elevated train and bus lines

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New Vibrant Urban Space

The *Sony Center am Potsdamer Platz* is a modern architectural ensemble combining steel and glass in Berlin's new heart. It has established itself as an international hub of business, communication and culture. The Forum, a covered public square, constitutes the center of the seven buildings this ensemble is comprised of. This urban center is surrounded by the Berlin Philharmonic and the Picture Gallery at the Cultural Forum. Even the Reichstag Building and Tiergarten with its expansive park and green space is not far away at all. Built within a span of four years from 1996 to 2000 according to the designs of architect Helmut Jahn, a new landmark has sprung up on this 26,500 square meter tract of land at Potsdamer Platz. The Sony Center, being one of the most striking sites in this metropolis, attracts about 8 million visitors per year.

At the *Sony Center am Potsdamer Platz* and its inspiring surroundings, modern working, living and socializing have entered into an ideal marriage: There are prestigious office buildings, retail shops, elegant apartments and exquisite gastronomy. Outstanding cultural and leisure facilities, such as the Filmhaus, the Sony Store, the movie theaters CineStar Original and CineStar Event Cinema, and fascinating events are crowd pullers for international visitors throughout the year.

Historical Heart

The Sony Center am Potsdamer Platz is where history and modernity meet in a unique manner. Famous Kaisersaal (Emperor's Hall) and other magnificent rooms of the former Esplanade Grand Hotel have become part of the modern ensemble.

With its profusion of cultural highlights, the Sony Center attracts as many as 25,000 visitors on a peak day. Following Germany's unification, pulsating life has returned to Potsdamer Platz, which had been a wasteland for so long during the post-war period.

Culture and Entertainment

The 4,000 Square Meter Forum - A Setting for International Events

The covered Forum in the middle of the Sony Center has developed into one of the most exciting venues in Berlin. The spectacular roof structure combining glass and fabric webbing offers an unparalleled setting for international events.

'Geschichten in Jurten' (Stories in Yurts), held in January, the 'International Film Festival' in February, 'Herzgrün – Love songs in Green Houses' during springtime, 'ART...ESSENZ' in August, and the Christmas Season are among the regular features staged at the Sony Center. Sports, art and music events and diverse product presentations ensure that there is always something for the visitor to experience at the Sony Center.

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During the numerous film premières, Europe's longest red carpet is rolled out in front of the CineStar Original, with the fans of such stars as Robert Pattinson, Zac Efron, Will Smith, Til Schweiger, Matthias Schweighöfer, and many more, crowding the Forum. Exceptional individual events, too, create a sensation. For example, during the Soccer World Cup 2002 and 2006, the Sony Center turned into "Germany's secret World Cup stadium," with thousands of soccer fans watching the games on an LED screen and celebrating a festival of nations.

Multi-Faceted Culinary Delights

Numerous restaurants, bars and cafés are located close together and offer a wide gastronomic selection for many occasions: Whether at breakfast, at a business luncheon, at dinner, at a midnight snack after an evening at the movies or at special celebrations, patrons can embark on and enjoy a culinary journey through many countries. At the Forum alone, guests are treated to six different types of cuisine, namely, that of the Bavarian-Austrian Lindenbräu, the Australian Corroboree, the international Alex, the tradition-rich Josty in the historic breakfast room, and the Kaisersaal gastronomy with its Lutter & Wegner restaurant.

Located directly next to the Filmhaus on Potsdamer Strasse, the Billy Wilder's, serving American and international cocktails and dishes, extends a welcome to cineasts and other patrons until late at night. Culinary treats are also offered at the 'Food & Shops' in the Sony Center Passerelle, a walkway that links the Forum to the subway and elevated train station at Potsdamer Platz.

Sony Store: Welcome to the World of Sony

The Sony Store, Berlin, located at Potsdamer Platz, is the only flagship store of the corporation throughout Germany and is thus ranks among the top addresses, when consumers are in search of innovative entertainment electronics and qualified advice.

Come in and have fun, try things out, shop and discover the wide range of Sony products. The strong points of the 1,000 square meter store are high consultation competency, simple conveyance of complex technologies as well as the product know-how of the sales personnel.

CineStar: Exclusive Standards When It Comes to Technology and Features

CineStar Original

There's nothing like the original, neither in real life nor in the magical world of cinema: On eight screens featuring innovative sound- and projection-technology the CineStar Original at the Sony Center offers Germany's widest choice of original language films and is the cosmopolitan heart of Berlin's cinematographic scene.

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Located in the Sony Center's unique architecture, CineStar Original equally fascinates moviegoers and filmmakers: Big Hollywood stars like Johnny Depp, Angelina Jolie and Robert Pattinson regularly celebrate their film premieres in this spectacular venue.

CineStar Event Cinema

CineStar presents the new premium class of cinema: Berlin's biggest 2D- and 3D-screen, premium entertainment, the 87 square meter stage and glamorous film premieres make the EVENT Cinema at the Sony Center a unique experience for all senses. Amazingly realistical 3-D effects and extraordinary image quality are provided by one of the first worldwide used 4 K Real D Wide XL projectors, the heart of the technical installation. The powerful 7.1 Digital-Sound system reproduces crystal-clear sound via seven channels, twelve surround speakers and eight huge subwoofers below the screen, altogether weighing more than one ton. A peak performance of more than 80,000 Watt will put the guests right into the event and creates an unprecedented sound sensation. Live sportscasts and concert broadcasts in perfect surround sound and brilliant images are made possible by latest satellite and entertainment technology.

EVENT Cinema guests will enjoy the current cinema program on the highest level of comfort: Spacious leather chairs and stadium seating ensure the perfect view from all seats, and a broad selection of delicious food and drinks such as Sushi, Antipasti, Champagne and cocktails will exceed the guest's expectations.

The Filmhaus Presents Highlights, Like the Marlene Dietrich Collection

Situated just a stone's throw from the Forum, the Filmhaus accommodates Stiftung Deutsche Kinemathek (German Film Archive Foundation), Freunde der Deutschen Kinemathek e.V. (The Friends of the German Film Archive Association) and Deutsche Film- und Fernsehakademie Berlin (German Motion Picture and Television Academy at Berlin). It also houses the Arsenal thematic cinema and Europe's largest special library for film and television. The Filmmuseum with the Marlene Dietrich Collection represents a particular attraction. This legendary Berlin-born Ufa diva's life is comprehensively documented here.

LEGOLAND® Discovery Centre

The first LEGOLAND indoor leisure attraction worldwide, located on a two-level 3,500 sq.m. area of the Sony Center am Potsdamer Platz, was opened on March 31st, 2007. All visitors, big and small, are able to discover a colourful LEGO® world of creative play and fun.

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Working and Living in a Prestigious Environment

Creating the Future at Coveted Office Locations

At the *Sony Center am Potsdamer Platz*, four structures provide modern office space on 68,000 sq. m of total floor area. They include the roughly 103-meter high Office Tower at Potsdamer Platz, as well as buildings which afford a view of the Berlin Philharmonic, the Cultural Forum and Tiergarten. The ultramodern offices lend themselves for a wide range of uses. Also, they offer excellent traffic connections and are, consequently, ideal for dynamic companies from home and abroad, such as Sony, Deutsche Bahn and Sanofi-Aventis.

Experience of Urban Life: Exclusive Living in the Heart of the Metropolis

Twenty percent of the *Sony Center am Potsdamer Platz* is reserved for residential purposes. Most of the 201 exclusive apartments are located around the former Esplanade Grand Hotel and look out on quiet Bellevuestrasse and the Tiergarten park. The living space offered at the Esplanade Residence and Forum Apartments satisfies highest demands. The 67 units of Forum Apartments comprise some 5,200 sq. m and look out, for example, on the Cultural Forum to the southwest of the Sony Center.

The Esplanade Residence encompasses 134 condominium apartments offering a total of about 13,000 sq. m of living space and varying from 60 sq. m to 227 sq. m in size. The painstakingly restored portion of the former Grand Hotel lends a very special touch to the residential space there. An interior design that meets exacting standards and a first-rate building management ensure that even people making highest demands on their living environment will feel at home there. The services available range from car rental to assistance, in obtaining tickets for a concert, to the arrangement of a conference call. The Esplanade Residence employees will be pleased to respond to any wish that may be addressed to them.

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Purchase of Land and Architects' Competition

November 9, 1989 was the day on which something that had been considered impossible for so long came true: The border was open, the Wall had come down. On the initiative of private investors, the former border area was subsequently turned into a new urban space.

In 1991, the Berlin City Development and Environmental Protection Administration conducted an urban planning ideas competition for the development of the entire Potsdamer Platz area. The award-winning design by Hilmer & Sattler laid the basis on which investors held implementation competitions in coordination with the Berlin State Government and Tiergarten Borough.

After the fall of the Wall, the Berlin State Government offered a tract of land for sale with a view to helping reconstruct Potsdamer Platz and contributing its share to the redevelopment of Berlin. The idea was not to give the tract of land to a construction corporation or an anonymous group of developers, but to a renowned international company with a recognized name that stands for design and quality the world over.

Contract for the Purchase of Land

Following the Federal Government's capital city decision, Sony signed the contract for the purchase of land on June 26, 1991. Apart from architectural requirements resulting from the Hilmer & Sattler urban development plan, the contract contains other obligations, such as the preservation of the historical monuments involved and erecting a tailor-made building for the Filmhaus. The developer subsidizes the rent for the Filmhaus on a long-term basis.

At the time, it was imperative that an architect be found for the Sony project, who would fit the construction into the layout of the inner city and that of Potsdamer Platz, while meeting urban development requirements and imparting a unique and artistic air to the ensemble. On August 15, 1992, the competition jury unanimously decided in favor of the dynamic design presented by Helmut Jahn, a German American.

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Architecture

The main feature of Helmut Jahn's design is the oval shape of the large covered light-flooded Forum that achieves perfect generosity. Helmut Jahn lines up the other elements of his design around this public space: The office building at Kemperplatz, the Office Tower at Potsdamer Platz, the portions of the former Esplanade Grand Hotel which are listed as historic monuments and have to be integrated into the architectural complex, the Filmhaus and further mixed-use structures.

Relocation of the Esplanade Grand Hotel, the Historic Heart

The Esplanade Grand Hotel, which was once located on what are now the Sony Center premises, was almost totally destroyed during World War II. After the fall of the Berlin Wall in 1989, the rooms left undestroyed in the building, represented listed historic monuments. In order to be able to make Potsdamer Strasse wider, the magnificent rooms of this one-time luxury hotel had to be moved. In 1996, famous Kaisersaal went on a computer-controlled journey: The entire hall was moved 75 meters in a costly and complicated operation. Kaisersaal and other historic rooms reopened as restaurants and venues for events.

Fascinating Roof Structure

The large roof spanning the Forum is the most distinguishing architectural feature of the Sony Center am Potsdamer Platz. The roof structure, as designed by architect Helmut Jahn and the engineers of Ove Arup & Partner, consists of glass, steel and fabric webbing. It covers the middle of the Sony Center, spanning it approximately 100 meters in the principal axis and about 80 meters in the secondary axis. The unique oval roof weighs some 920 tons. Yet, the airiness with which it floats over the central Forum is truly amazing.

At nightfall, the roof is illuminated and shines in varying colors. The transparent roof structure serves as a skylight and projection surface for 48 projectors and 24 spotlights. Retracing a sunset, colors change between cyan and magenta every night. Yann Kersalé, a Paris-based light artist created the concept for that.

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Potsdamer Platz

Potsdamer Platz forms the cultural, social and architectural focus of Berlin's reconstruction effort. It is here that the intellectual center of a formerly glamorous and pulsating city was located – a city which used to be considered as the epitome of a European metropolis. A host of prestigious hotels built during the era of the last German Kaisers, famous cafés and restaurants and large train stations in its vicinity made Potsdamer Platz the most important traffic hub in Berlin. Europe's first traffic light was switched on here in 1924. 'Der Sturm' gallery at Potsdamer Platz was the site where avant-garde art achieved its breakthrough, while the Voxhaus was the birthplace of today's radio broadcasting. World War II bomb attacks destroyed Potsdamer Platz almost entirely in 1945. The Huth wine merchants' house and parts of the former Esplanade Grand Hotel are among the last remnants of this once vibrant hub.

In the Heart of the Divided City

When the war ended, Potsdamer Platz became a place where three "countries" met. Central Borough (Soviet Zone), Tiergarten Borough (British Zone) and Kreuzberg Borough (American Zone) bordered on each other there. A busy black market sprung up in this area. In 1948, the zonal border at Potsdamer Platz was first demarcated with color and then with barbed wire. When the Berlin Wall was built on August 13, 1961, Berlin's division had become final. The 1960s and 1970s saw the emergence of a cultural forum designed to flank Potsdamer Platz in West Berlin through the construction of the Philharmonic and the National Library by Hans Scharoun and the New National Gallery by Mies van der Rohe. Any hopes of recreating the historical web of streets were given up for good at that time. All planning stopped at the Berlin Wall. Old Potsdamer Strasse, a major East-West traffic artery, was closed by buildings.

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Timetable Sony Center am Potsdamer Platz

- March 21, 1996** In a spectacular operation, **Kaisersaal**, weighing 1,300 tons, is moved 75 meters on an air cushion to be placed next to the other rooms of the former Esplanade Grand Hotel listed as historic monuments.
- Civil engineering work can now start on the 26,500 square meters of land set aside to become the future *Sony Center am Potsdamer Platz*.
- October 11, 1996** The **foundation stone** for the office, residential and entertainment complex comprising seven structures is laid. In a German-Japanese ceremony, the start of carcassing work is celebrated together with guests from politics, business and culture.
- February 19, 1997** The **lease** for the **Filmhaus** is signed. Carcassing of the custom-made structure can begin now. Deutsche Kinemathek designed to accommodate a film museum and the Marlene Dietrich Collection, among others, as well as the Deutsche Film- und Fernsehakademie and the Arsenal thematic cinema will move into this building.
- September 2, 1998** The '**See You Tomorrow**' **topping-out ceremony** is held. The Forum with its spectacular roof becomes an urban landmark of Berlin's new heart. All seven buildings of the *Sony Center am Potsdamer Platz* are under construction.
- Work to erect the complicated **roof structure** combining steel, glass and fabric webbing starts in autumn 1998.
- January 20, 2000** On the occasion of the Berlin Film Festival, the **CineStar Original** and the **CineStar IMAX 3D** movie theaters are the first parts of the Sony Center to open.
- April 28, 2000** The **Sony Style Store** opens.
- June 1, 2000** At the Filmhaus, the **Arsenal** film art cinema opens with two screening halls.

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- June 14, 2000** The *Sony Center am Potsdamer Platz* is officially opened in a festive ceremony with 2,500 guests present. The **Grand Opening** held under the motto "See You Today," is attended by Norio Ohga, Chairman of the Board of the Sony Corporation; Otto Schily, Federal Minister of the Interior; Eberhard Diepgen, Berlin's Governing Mayor; the entire international top management of the Sony Corporation and of partner companies involved in the project, as well as architect Helmut Jahn's team and many important figures from politics, business and culture.
- September 27, 2000** The **Filmhaus** is opened.
- May 19, 2001** In Spring 2001, the western portion of the former Esplanade Grand Hotel is inaugurated as the final part of the construction project. Its operators, Lutter & Wegner, reopen it as a restaurant, café and bar. It includes the **Josty** housed in the historic breakfast room.
- February 24, 2002** Together with Palmenhof (Palm Court), Silbersaal (Silver Room) and **Kaisersaal**, the historic Esplanade Salons, are opened as restaurants and venues for events. They are run by Kaisersaal Vermarktungs GmbH.
- June 1st, 2006** Opening of Fernsehmuseum (Museum of Television) of Deutsche Kinemathek, inside the Filmhaus
- March 31st, 2007** Opening of **LEGOLAND® Discovery Centre**
- May 18th, 2011** Opening of **CineStar Event Cinema**: Berlin's biggest 2D- and 3D-screen, premium entertainment with a unique experience for all senses

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