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SONY CORP
Form 6-K
September 22, 2005

Form 6-K

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D. C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934

For the month of September, 2005
Commission File Number: 001-06439

SONY CORPORATION
(Translation of registrant's name into English)

7-35 KITASHINAGAWA 6-CHOME, SHINAGAWA-KU, TOKYO, JAPAN

(Address of principal executive offices)

The registrant files annual reports under cover of Form 20-F.

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F,

Form 20-F X

Form 40-F ___

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934, Yes No X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):82-_____

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

SONY CORPORATION
(Registrant)

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By: /s/ Nobuyuki Oneda
(Signature)
Nobuyuki Oneda
Executive Vice President and
Chief Financial Officer

Date: September 22, 2005

List of materials

Documents attached hereto:

i) Organizational Announcement and New Appointments

Sony Corporation
6-7-35 Kitashinagawa
Shinagawa-ku
Tokyo 141-0001

No. 05-051E
Sep 22, 2005

Organizational Announcement and New Appointments

Tokyo, Japan - Effective October 1, the current Sony Corporation Network Companies will be reorganized into the following five Business Groups, two Units and one Division. Concurrently with this reorganization, two Development Groups will be newly established.

Organizational Changes
(as of October 1st)

Newly established Business Group/Division/Development Group

- TV Business Group
- Video Business Group
- Digital Imaging Business Group
- Audio Business Group
- VAIO Business Division
- B&P Business Group
- Core Component Business Unit
- Semiconductor Business Unit
- Technology Development Group
- Display Device Development Group

Personnel Changes
(as of October 1st)

Katsumi Ihara
-Executive Deputy President,
Representative Corporate
Executive Officer-

Scheduled to be appointed as President of TV
Business Group
Currently NC President of Home Electronics
Network Company (HENC)

Kiyoshi Nishitani
-SVP, Corporate Executive-

Scheduled to be appointed as President of Video
Business Group
Currently Deputy President of HENC

Yutaka Nakagawa
-EVP,
Corporate Executive Officer-

Scheduled to be appointed as President of Digital
Imaging Business Group/President of Audio
Business Group

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| | |
|--|---|
| | Currently NC President of Personal Audio Visual Network Company (PAVNC) |
| Yoshihisa Ishida | Scheduled to be appointed as Senior General Manager of VAIO Business Division Currently Senior General Manager of VAIO Business Division, Information Technology & Communications Network Company (ITCNC) |
| Mitsuru Ohki -EVP, Corporate Executive- | Scheduled to be appointed as President of B&P Business Group Currently NC President of Professional Solutions Network Company (PSNC) |
| Akira Kubota -EVP, Corporate Executive- | Scheduled to be appointed as President of Core Component Business Unit Currently NC President of Micro Systems Network Company (MSNC) |
| Kenshi Manabe -EVP, Corporate Executive- | Scheduled to be appointed as President of Semiconductor Business Unit Currently NC President of Semiconductor Solutions Network Company (SSNC) |
| Keiji Kimura -EVP, Corporate Executive Officer - | Scheduled to be appointed as President of Technology Development Group Concurrently in charge of Technology Strategies Currently NC President of ITCNC |
| Ryoji Chubachi -President and Electronics CEO, Representative Corporate Executive Officer- | Scheduled to be appointed as President of Display Device Development Group |
| (as of November 1st) | |
| Hideki Komiyama | Scheduled to be appointed as EVP, Corporate Executive In charge of Electronics Marketing, Senior General Manager of Global Marketing Division Concurrently President, Chief Operating Officer of Sony Electronics Inc. (Currently Group Executive) |
| Shoji Nemoto | Scheduled to be appointed as Group Executive, Corporate VP of Sony Ericsson Mobile Communications AB (Currently SVP, Corporate Executive) |
| Hiroshi Yoshioka | Scheduled to be appointed as SVP, Corporate Executive, President of Audio Business Group (Currently Group Executive, Corporate Vice President of Sony Ericsson Mobile Communications AB) |