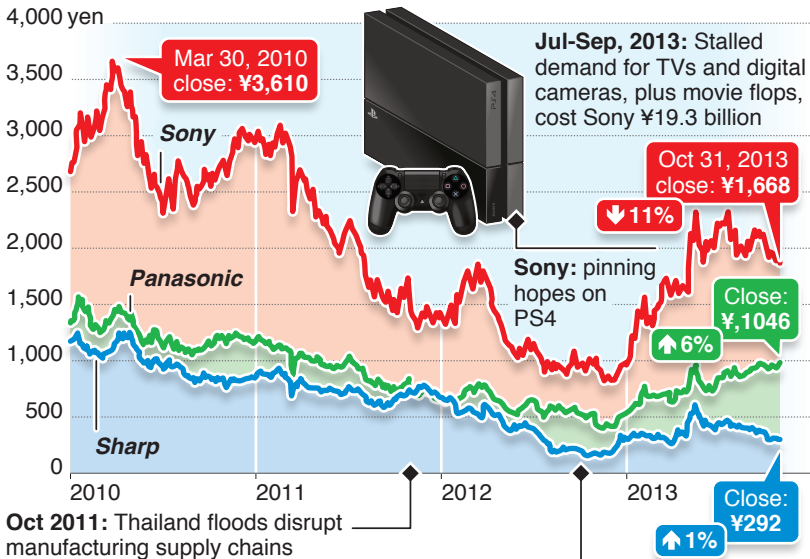


Sony profit forecast slumps 40 percent

Shares in Sony have fallen 11 percent after the electronics giant lowered its full-year profit forecast by 40 percent. It's Sony's largest one-day fall since 2008. By contrast, shares in Sharp and Panasonic rose

JAPAN'S "BIG THREE" SHARE PRICES

4,000 yen



COMPANY STRATEGIES

SONY

Staying with consumer electronics. Three-pronged focus on mobile devices, imaging and gaming

Panasonic

Net income forecast doubled to ¥100 billion on strong sales of automotive and "green" technology

SHARP

Surprise ¥13.6 billion Q2 profit helped by making solar panels and Apple iPhone screens