



Sony manufactures audio, video, communications, and information technology products for the global consumer and professional markets. With its music, pictures, games and online businesses Sony is uniquely positioned to become a leading personal broadband network company in the 21<sup>st</sup> century. Sony's European electronics operations cover a full range of activities from R&D, design, engineering and manufacturing to marketing, sales and service.

Our **Stuttgart Technology Center (STC)** is where innovations and future generations of products are being developed to meet the requirements and needs of the worldwide markets and customers.

In our **STC European Technology Center (EuTEC)** our engineers are providing advanced European Audio and Video Technology for worldwide and European specific CE devices. The R&D is ranging from architecture and algorithm to software and standardization in the areas of optical technology (illumination and projection systems), digital transmission technology (digital radio and TV, near field communication and power-line communication), TV picture improvement (HDTV and MPEG on flat-screen displays) as well as standardization (DRM & Media Standards, DVB, NFC, PLC).

We are offering an

### **Internship: Web based business intelligence**

The Sony Stuttgart Technology Center is looking for an internship student who is interested in working for the interesting topic of Business Intelligence (BI). BI refers to computer-based techniques used in spotting, digging-out, and analyzing business' data, such as sales revenues by products and/or departments, or by associated costs and incomes. BI technologies provide historical and current views of business operations, but most importantly they can predict how these operations will look like in the future. BI systems are also sometimes known as decision support systems, since they aim to support better business decision-making process. Related fields include information retrieval, data and text mining, and machine learning.

There are currently three open tasks in our group:

1. Design, implementation, testing of a web crawler system for social media (most importantly, blogs – but also forums, twitter), to extract and later analyze end user comments about Sony products using Natural Language Processing (NLP).
2. Design, implementation, and testing of web interfaces that allow the business user to quickly access the results of the business intelligence evaluation results
3. Design, implementation and test of a search component for Sony websites that incorporates knowledge about Sony products and can therefore offer superior quality over off-the-shelf components.

There is flexibility to adapt the topic to the preferences of the successful applicant. We are looking for a dedicated student with a strong interest in at least one of the following topics: web technology / web UI design, machine learning / information retrieval, Natural Language Processing (NLP) techniques. The candidate should have some experience using Linux based systems. If you are interested in this position, please send a CV including your grades and your availability to the address below. The duration of the internship is 6 months, starting June or July 2012. A compensation of 1000 Euro per month is paid.