



**PLAYSTATION®VITA LAUNCHES  
FEBRUARY 22, 2012 IN THE UNITED STATES**

*The Ultimate in Handheld Entertainment, PS Vita Launches  
Simultaneously in Europe, Canada, Latin America and United States on February 22*

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**San Francisco, Calif., October 18, 2011** – Sony Computer Entertainment America LLC (SCEA) today announced on stage at the Web 2.0 Summit 2011 that the PlayStation®Vita (PS Vita) system will launch in the U.S. on February 22, 2012. Available at major retailers for \$249.99 (MSRP) for the Wi-Fi model and \$299.99 (MSRP) for the 3G/Wi-Fi model, the PS Vita system will offer unparalleled interactive entertainment anytime and anywhere. The PS Vita system will launch on February 22 in Canada for \$249.99 (MSRP) for the Wi-Fi model, and Europe for €249.99 (RRP) for the Wi-Fi model and €299.99 (RRP) for the 3G/Wi-Fi model. The PS Vita system Wi-Fi model will also launch in Latin America during the February 22 launch date.\*

“PlayStation Vita will redefine traditional boundaries of gaming and blur the lines between entertainment and reality. Its launch will serve as a pivotal point in the history of portable gaming and create a new fan base of PlayStation gamers for generations to come,” said Jack Tretton, president and chief executive officer, SCEA. “With its technological prowess and social connectivity, PlayStation Vita offers an experience beyond anything available on the market. Features such as the dual analog sticks, dual cameras, and front and rear touch pad are all designed to deliver the unique, powerful gameplay experiences consumers have been asking for and enable new ways for users to connect with the world around them.”

Leveraging PlayStation’s legacy of delivering deep and immersive gaming experiences, the PS Vita system will bring consumers new ways to play through inputs such as a stunning OLED front touch screen and rear touch pad, dual analog sticks, motion sensors, and dual cameras. With more than 100 games currently in production from first and third party studios

including “Sound Shapes™,” “WipEout® 2048,” “Resistance: Burning Skies™,” “UNCHARTED: Golden Abyss™,” Ubisoft’s “Assassin’s Creed,” EA SPORTS ‘FIFA,’ Activision’s ‘Call of Duty®’, and many more, the PS Vita system is poised to deliver gameplay experiences unmatched by any handheld or mobile device on the market.

In addition, with both 3G and Wi-Fi support on some models, PS Vita will draw consumers deeper into the gameplay experience and enable them to connect and play with the world around them, including their friends and other PS Vita owners through native PS Vita applications – near and Party. A variety of social networking and communications services such as Facebook, foursquare, Skype™, and Twitter will be available on the PS Vita system.

## **Product Outline**

### **PlayStation Vita 3G/Wi-Fi Model Crystal Black**

Product name	PlayStation Vita 3G/Wi-Fi Model Crystal Black
Product code	PCH-1101 AA01
Release date	February 22, 2012
MSRP	\$299.99
Included	<ul style="list-style-type: none"> <li>• PlayStation Vita 3G/Wi-Fi model x1</li> <li>• USB cable x1</li> <li>• AC adaptor x1</li> <li>• Power cord x1</li> <li>• Printed materials x1</li> <li>• SIM card x1 (Inserted in the system)</li> </ul>

### **PlayStation Vita Wi-Fi Model Crystal Black**

Product name	PlayStation Vita Wi-Fi Model Crystal Black
Product code	U.S. & Canada: PCH-1001 ZA01 LATAM: PCH-1010 ZA01
Release date	February 22, 2012
MSRP	\$249.99
Included	<ul style="list-style-type: none"> <li>• PlayStation Vita Wi-Fi model x1</li> <li>• USB cable x1</li> <li>• AC adaptor x1</li> <li>• Power cord x1</li> <li>• Printed materials x1</li> </ul>

## **PlayStation Vita Product Specification**

Platform name	PlayStation®Vita
Model number	PCH-1000 series
CPU	ARM® Cortex™-A9 core (4 core)
GPU	SGX543MP4+
Main memory	512MB
VRAM	128MB
External Dimensions	Approx. 182.0 x 18.6 x 83.5mm (width x height x depth) (tentative, excludes largest

	projection)
Weight	Approx 279g (3G/Wi-Fi model) Approx 260g (Wi-Fi model)
Screen (Touch screen)	5 inches (16:9), 960 x 544, Approx. 16 million colors, OLED Multi touch screen (capacitive type)
Rear touch pad	Multi touch pad (capacitive type)
Cameras	Front camera, Rear camera Frame rate : 120fps@320x240(QVGA), 60fps@640x480(VGA) Resolution : Up to 640x480(VGA)
Sound	Built-in stereo speakers Built-in microphone
Sensors	Six-axis motion sensing system (three-axis gyroscope, three-axis accelerometer), Threeaxis electronic compass
Location	Built-in GPS (3G/Wi-Fi model only) Wi-Fi location service support
Keys / Switches	PS button Power button Directional buttons (Up/Down/Right/Left) Action buttons (Triangle, Circle, Cross, Square) Shoulder buttons (Right/Left) Right stick, Left stick START button, SELECT button Volume buttons (+/-)
Wireless communications	Mobile network connectivity (3G/Wi-Fi model only) For U.S., 3G modem (data communication): HSDPA/HSUPA, GSM/GRPS/EDGE IEEE 802.11b/g/n (n = 1x1)(Wi-Fi) (Infrastructure mode/Ad-hoc mode) Bluetooth® 2.1+EDR (A2DP/AVRCP/HSP)
Slots/Ports	PlayStation®Vita card slot Memory card slot SIM card slot (3G/Wi-Fi model only) Multi-use port (for USB data communication, DC IN, Audio [Stereo Out / Mono In],
Power	Built-In Lithium-ion Battery: DC3.7V 2210mAh AC adaptor: DC 5V
Operating environment temperature	5°C~35°C
Supported AV content format	Music — MP3 MPEG-1/2 Audio Layer 3, MP4 (MPEG-4 AAC), WAVE (Linear PCM) Videos — MPEG-4 Simple Profile (AAC), H.264/MPEG-4 AVC High/Main/Baseline Profile (AAC) Photos — JPEG (Exif 2.2.1), TIFF, BMP, GIF, PNG

\*launch date exceptions may apply in certain Latin American countries, depending on current government safety and compliance approval processes.

### About Sony Computer Entertainment America

Sony Computer Entertainment America LLC continues to redefine the entertainment lifestyle with its PlayStation® and PS one® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system, the ground-breaking PlayStation®3 (PS3™) computer entertainment system and its online and network services the PlayStation®Network and PlayStation®Store. Recognized as the undisputed industry leader, Sony Computer Entertainment America LLC markets the PlayStation® family of products and

develops, publishes, markets and distributes software for the PS one, PlayStation®2, PSP and PS3 systems for the North American market. Based in Foster City, Calif., Sony Computer Entertainment America LLC serves as headquarters for all North American operations.

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