



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
PLAYSTATION®3 (PS3®) WITH 250GB HARD DISK DRIVE**

*Available from February 18, 2010 as a Limited Offer
at a Recommended Retail Price of 34,980 yen*

Tokyo, January 14, 2010 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that PlayStation®3 (PS3®) computer entertainment system (CECH-2000B, Color: Charcoal Black) with a 250GB hard disk drive (HDD) will become available on February 18, 2010 in Japan as a limited offer at a recommended retail price of 34,980 yen (including tax).

Having over 3.8 million*¹ cumulative registered accounts in Japan, PlayStation®Network has started offering more and more exciting content from many other new genres such as movie, TV drama and music videos starting from December 2009, in addition to a wide variety of game and anime content with more than 4,800*² pieces of downloadable content for PS3. Taking advantage of the extra HDD capacity, PS3 users will be able to store more entertainment content and services downloadable from PlayStation®Store.

With this new offering, SCEJ vigorously continues to expand the PS3 platform and creates new boundaries for computer entertainment.

*1 Number as of beginning of January, 2010

*2 Number as of beginning of January, 2010, and includes PSone® Archives (PSone® Classics), add-on and free content and promotional videos.

2-2-2-2 SCEJ To Introduce PS3 With 250GB HDD

Product Outline

PlayStation®3 (CECH-2000B)

Product name		PlayStation®3
Product code		CECH-2000B (Charcoal Black)
CPU		Cell Broadband Engine™
GPU		RSX®
Audio output		LPCM 7.1ch, Dolby Digital, Dolby Digital Plus, Dolby TrueHD, DTS, DTS-HD, AAC.
Memory		256MB XDR Main RAM, 256MB GDDR3 VRAM
Hard disk	2.5" Serial ATA	250GB *1
Inputs/ Outputs *2	Hi-Speed USB (USB 2.0)	2
Networking		Ethernet (10BASE-T, 100BASE-TX, 1000BASE-T) × 1
		IEEE 802.11 b/g
		Bluetooth® 2.0 (EDR)
Controller		Wireless Controller (Bluetooth®)
AV output	Resolution	1080p, 1080i, 720p, 480p, 480i (for PAL 576p, 576i)
	HDMI OUT connector *3	1
	AV MULTI OUT connector	1
	Digital out (optical) connector	1
BD/DVD/CD drive (read only)	Maximum read rate	BD × 2 (BD-ROM) DVD × 8 (DVD-ROM) CD × 24 (CD-ROM)
Power		AC 220 – 240, 50/60Hz
Power consumption		Approx. 250W
External dimensions (excluding maximum projecting part)		Approx. 290 × 65 × 290 mm (width × height × length)
Mass		Approx. 3.2kg
Included		PlayStation®3 system × 1 Wireless Controller (DUALSHOCK®3) × 1 AC power cord × 1 AV cable × 1 USB cable × 1

*1 Hard disk capacity calculated using base 10 mathematics (1 GB = 1,000,000,000 bytes). System software versions 1.10 and later calculate capacity using binary mathematics (1 GB = 1,073,741,824 bytes), which will display lower capacity and free space. A portion of hard disk capacity is reserved for system administration, which varies depending upon system software version, and is not available for use.

*2 Usability of all connected devices is not guaranteed.

*3 "Deep Colour" and "x.v.Colour (xvYCC)" defined by HDMI ver.1.3a are supported. "HD lossless audio format" is supported.

Note: This product is not compatible with PlayStation®2 games.

About Sony Computer Entertainment Inc.

Recognized as the global leader and company responsible for the progression of consumer-based computer entertainment, Sony Computer Entertainment Inc. (SCEI) manufactures, distributes and markets the PlayStation® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system and the PlayStation®3 (PS3®) system. PlayStation has revolutionized home entertainment by introducing advanced 3D graphic processing, and PlayStation 2 further enhances the PlayStation legacy as the core of home networked entertainment. PSP is a handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. PS3 is an advanced computer system, incorporating the state-of-the-art Cell processor with super computer like power. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc., Sony Computer Entertainment Europe Ltd., and Sony Computer Entertainment Korea Inc. develops, publishes, markets and distributes software, and manages the third party licensing programs for these platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, SCEI is an independent business unit of the Sony Group.

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