



FOR IMMEDIATE RELEASE

**PLAYSTATION®MOVE MOTION CONTROLLER
TO HIT WORLDWIDE MARKET STARTING THIS SEPTEMBER**
*Bundle Packs, Attractive Software Titles and Peripheral to Accompany the Launch,
Further Enhancing the PlayStation®Move Experience*

Tokyo, June 16, 2010 – Sony Computer Entertainment (SCE) today announced that it will release PlayStation®Move motion controller^{*1} for the PlayStation®3 (PS3®) system on September 15, 2010 in Europe/PAL territories and in Asian countries/regions^{*2} at a recommended retail price (RRP) of €39.99. It will also become available in North America on September 19 at a RRP of \$49.99 and in Japan on October 21 at a RRP of 3,980 yen (including tax). PlayStation®Move navigation controller, one-handed controller to be used along with the motion controller for intuitive navigation of in-game characters and objects, will also become available on the same day in each region at a RRP of €29.99, US\$29.99 and 2,980 yen (including tax), respectively.

For the Japanese market, Sony Computer Entertainment Japan, a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, will release a “PlayStation Move Starter Pack” comprising a motion controller, PlayStation®Eye camera and PlayStation Move software title, *Sing and Draw* (tentative name), for a limited offer at a very attractive RRP of 5,980 yen (including tax). Additionally, stand-alone PlayStation Eye camera^{*3} will also become available at a RRP of 2,980 yen (including tax) concurrently with the launch of the PlayStation Move controllers. SCE will deploy various measures to enhance the PlayStation Move bundle pack line-up that will meet the needs of the users and further accelerate the expansion of the PS3 platform along with the PlayStation Move controllers.

On the software front, SCE Worldwide Studios will release more than 20 titles that are either dedicated to or supported with the PlayStation Move platform in fiscal year 2010 ending March 2011. Exciting and innovative software titles available in the launch window will

include; *Resident Evil 5 Gold Edition* by CAPCOM Co., Ltd., *BIG 3 GUN SHOOTING* by Bandai Namco Games Inc., *EyePet* (tentative name), *Sports Champions*, *Machi Suberi* by SCE, and many more^{*4}. SCE, with support from third party developers and publishers, will continue to further enhance the software title line-up to offer high-definition motion-based gaming experience only available on the PS3 platform.

Furthermore, SCE also announced today the release of two PlayStation Move controller peripherals, “PlayStation Move®Charging Station” and “PlayStation®Move shooting attachment,” that will help further enhancing the PlayStation Move experience.

- PlayStation Move charging station

By utilizing the “charging station,” users will be able to charge up to two PlayStation Move controllers, motion controller or the navigation controller, at once without having to connect them to the PS3 system. The “charging station” will become available concurrently with the motion controller launch in each region at a RRP of €29.99, US\$29.99 and 2,480 yen (including tax), respectively.

- PlayStation Move shooting attachment

The “shooting attachment,” designed to place the PlayStation Move motion controller horizontally, will allow players to hold the motion controller as if they are holding a gun and to easily aim at an in-game target. The trigger on the attachment is interlocked with the motion controller T button and will enable users to intuitively play the game, not only limited to shooting games but also on games that may require precise button input and control. It will deliver immersive gameplay and will work perfectly with software titles like *The Shoot* (tentative name)^{*4} by SCE and *BIG 3 GUN SHOOTING* by Bandai Namco Games Inc. which is expected to support the attachment. The “shooting attachment” will become available starting this fall in each region at a RRP of €14.99, US\$19.99 and 1,480 yen (including tax), respectively.

Through the introduction of PlayStation Move controllers, attractive software line-ups and peripherals, SCE will continue to further expand the PS3 platform and create a new world of computer entertainment that is only possible on PlayStation.

3-3-3-3 PlayStation®Move Motion Controller to Hit Worldwide Market Starting This September

- *1 Users will need to use the PlayStation Eye camera to enjoy PlayStation Move motion controller on PS3.
- *2 Pricing of the motion controller in Asian countries/regions is equivalent to US\$39.99. Pricing of the navigation controller is equivalent to US\$29.99. The pricing will vary by countries or regions.
- *3 It is the same USB Camera as the one included in the “PlayStation Eye” (CEJH-15001) but without the Blu-ray disc, *Memoushon*.
- *4 Title line-up and release date will differ by each region. Please refer to the separately attached software line-up list on the Japanese press release.

Product Outline

PlayStation®Move motion controller

Product name	PlayStation®Move motion controller
Product code	CECH-ZCM1
Release date	Europe/PAL territories and Asian countries/regions: Sept. 15, 2010, North America: Sept. 19, 2010, Japan: Oct. 21, 2010
Recommended retail price	€39.99, US\$49.99, 3,980 yen (including tax)
Color	Black
Mass	Approx. 145 g
External dimension	Approx. 200mm × 46mm (height × diameter)
Battery type	Built-in, rechargeable lithium-ion battery
Voltage	DC 3.7 V
Operating temperature	5°C ~ 35°C
Included	Strap

PlayStation®Move navigation controller

Product name	PlayStation®Move navigation controller
Product code	CECH-ZCS1
Release date	Europe/PAL territories and Asian countries/regions: Sept. 15, 2010, North America: Sept. 19, 2010, Japan: Oct. 21, 2010
Recommended retail price	€29.99, US\$29.99, 2,980 yen (including tax)
Color	Black
Mass	Approx. 95 g
External dimension	Approx. 138mm × 42mm (height × diameter)
Battery type	Built-in, rechargeable lithium-ion batter
Voltage	DC 3.7 V
Operating temperature	5°C ~ 35°C

PlayStation®Move charging station

Product name	PlayStation®Move charging station
Product code	CECH-ZCC1
Release date	Europe/PAL territories and Asian countries/regions: starting Sept. 15, 2010, North America: starting Sept. 19, 2010, Japan: Oct. 21, 2010
Recommended retail price	€29.99, US\$29.99, 2,480 yen (including tax)
Mass	Approx. 190 g
External dimension	Approx. 160mm × 90mm × 34mm (width × height × length)
Included	AC Adaptor × 1 AC Cable × 1

PlayStation®Move shooting attachment

Product name	PlayStation®Move shooting attachment
Product code	CECH-ZGA1
Release date	Fall 2010
Recommended retail price	€14.99, US\$19.99 and 1,480 yen (including tax)
Mass	Approx. 150 g
External dimension	Approx. 167mm × 145mm × 55mm (width × height × length)

PlayStation®Eye

Product name	PlayStation®Eye
Product code	CEJH-15007
Recommended retail price	€29.99 ^{*5} , US\$39.99 and 2,980 yen (including tax) ^{*6}
Mass	Approx. 173 g
External dimension	Approx. 84 × 67 × 57 mm (width × height × length)
Power consumption	5v, Maximum of 500mA
Operating temperature	5°C ~ 35°C
Connector	USB 2.0
Cable length	Approx. 2m
Video capture ^{*7}	Maximum of 640 x 480 pixel
Frame rate ^{*7}	640 x 480 at 60 frames/ second 320 x 240 at 120 frames/ second
Lens head	2.1 F-stop, <1% distortion, fixed focus
Range of distance	25cm - ∞ (in wide angle view)
Field of view	56° (standard view) - 75° (wide angle view) FOV zoom lens
Sound recognition	Built-in 4 microphone array

*5 Pricing for Europe/PAL territories will go effective concurrently with the launch of the motion controller.

*6 Stand-alone PlayStation Eye camera will become available concurrently with the launch of the motion controller in Japan.

*7 Video capture and frame rate will differ according to the software used.

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 LLC., 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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