



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.

Sony Computer Entertainment America will release a PlayStation Move bundle comprised of a PlayStation Move motion controller, PlayStation®Eye camera, *Sports Champions* Blu-ray™ disc game and PlayStation Move demo disc for \$99.99 (RRP). Additionally, a PlayStation 3 Sports Champion Move Bundle, which includes a PS3 system, PlayStation Move motion controller, PlayStation Eye Camera, *Sports Champions* Blu-ray game and PlayStation Move game demo disc, will be available for \$399.99 (RRP). The PlayStation Eye camera will also be sold separately for \$39.99 (RRP).

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., *Time Crises: Razing Storm* by Bandai Namco Games Inc., *Tiger Woods PGA® Tour 11* by Electronic Arts Ltd, *Lord of the*

Rings: Aragorn's Quest by WB Games Inc, *EyePet*, *Sports Champions*, *Kung Fu Rider* by SCE and many more^{*3}. 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!*^{*3} by SCE and *Time Crises: Razing Storm* 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 Title line-up and release date will differ by each region. Please refer to the separately attached software line-up list for further details.

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, 2480 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
Recommended retail price	€29.99 ^{*4} , US\$39.99 and 2,980 yen (including tax)
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 ^{*5}	Maximum of 640 x 480 pixel
Frame rate ^{*5}	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

*4 New pricing for Europe/PAL territories will go effective concurrently with the launch of the motion controller.

*5 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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PS3
PlayStation®3

NEWS AND INFORMATION

PlayStation®Move Software Catalog

QUICK REFERENCE GUIDE

With over 45 titles in development for the PlayStation®Move targeting a fiscal year launch, including exclusive first party and publishing partner software titles, the new platform will offer a richer gaming experience for casual and core gamers alike, bringing something for everyone. Below is a list of launch window PlayStation Move and PlayStation Move compatible titles, as well as a preview of some of the titles that will be launching in 2011. We've also included a comprehensive list of launch window PlayStation Move software titles from our publishing partners. For additional information on a specific title, including Fact Sheets and launch timing, please visit the SCEA Press Center (<http://www.us.playstation.com/presscenter>).

First Party PlayStation Move Titles:

Beat Sketcher (Fall 2010)
SOCOM 4: U.S. Navy SEALs (Fall 2010)
EyePet™ (Sept. 2010)
Kung Fu Rider™ (Sept. 2010)
Sports Champions (Sept. 2010)
Start The Party!™ (Sept. 2010)
echochrome ii (Sept. 2010)
Tumble (Sept. 2010)
Hustle Kings (Oct. 2010)
The Fight: Lights Out™ (Oct. 2010)
The Shoot™ (Oct. 2010)
TV Superstars™ (Oct. 2010)
High Velocity Bowling (Oct. 2010)
PAIN (Oct. 2010)
Heavy Rain® (Oct. 2010)
SingStar® Dance (Nov. 2010)
Little Big Planet™ 2 (Nov. 2010)
Sly Collection (Nov. 2010)

Publishing Partners PlayStation Move Titles:

John Daly's ProStroke Golf (OG International) (Fall 2010)
Racquet Sports (Ubisoft) (Fall 2010)
The Lord of the Rings: Aragorn's Quest (WB Games Inc.) (Sept. 2010)
Brunswick® Pro Bowling (Crave) (Sept. 2010)
Resident Evil®5 Gold Edition (Capcom) (Sept. 2010)
Tiger Woods PGA Tour 2010 (Electronic Arts) (Sept. 2010)
Time Crisis: Razing Storm (Bandai Namco) (Sept. 2010)
Toy Story 3 (Disney) (Sept. 2010)
Kung Fu Live (Virtual Air Guitar Company) (Oct. 2010)
NBA 2K®11 (2K Sports) (Oct. 2010)
Deadliest Catch: Sea of Chaos (Crave) (Nov. 2010)
Disney Tron Evolution the Video Game (Disney) (Nov. 2010)

Launching 2011:

Heroes On The Move (Working Title)
Killzone®3
Sorcery

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