



**FOR IMMEDIATE RELEASE**

**SONY COMPUTER ENTERTAINMENT ANNOUNCES  
SURROUND SOUND SYSTEM FOR THE PLAYSTATION®3 SYSTEM  
HITTING WORLDWIDE MARKET IN FALL 2010**

*Rich Surround Sound Environment Delivered in All-in-one Speaker,  
Offering a Whole New PlayStation® Experience to the Living Room*

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**Tokyo, June 16, 2010** – Sony Computer Entertainment (SCE) today announced that it will release a subwoofer built-in, all-in-one Surround Sound System for the PlayStation®3 (PS3™) system in fall 2010 in Japan, North America, Europe/PAL territories, and Asian countries/regions at a recommended retail price of 19,800 yen (including tax), US\$199, and €199 respectively. Users will be able to enjoy immersive audio on the PlayStation®3 system, including upcoming games supporting PlayStation®Move motion controllers, Blu-ray movies, as well as stereoscopic 3D content by simply placing the speaker in front of the television and connecting it to the PS3 system with the optical digital cable.

The Surround Sound System utilizes cutting-edge technologies, including Sony's S-Force PRO Front Surround Sound that generates rich realistic surround sound over one front speaker. Delivering a dynamic sound environment with audio virtually coming from all directions, the Surround Sound System will immerse users into a cinema-like experience in the living room, making them feel like they are actually in the game or movie itself. Bringing in SCE's expertise in both entertainment and technology acquired from developing games, four sound fields of the speaker system have been designed with the help of SCE's expert game sound designers, to optimize the cinematic experience of all forms of entertainment.

The Surround Sound System comes with two audio inputs – an optical audio input for connecting high-end entertainment systems including PS3, and an analog audio input for connecting portable devices like the PSP® (PlayStation®Portable) system to enjoy listening to music in the living room. The form factor of the system features a sleek and casual design that

matches perfectly with the PS3 system, and delivers dynamic sound without the physical space required by a traditional home theater system.

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

## **Product Outline**

### **Surround Sound System for PlayStation®3**

Product name	Surround Sound System
Product code	CECH-ZVS1
Release date	Fall 2010
Recommended retail price	19,800 yen (including tax), US\$199, €199
Power Output and Total Harmonic Distortion: (FTC) for the U.S. model	L + R: With 6 ohms loads, both channels driven, from 200-20000 Hz ; rated 5 watts per channel minimum RMS power, with no more than 1 % total harmonic distortion from 250 milliwatts to rated output.
Amplifier section U.S. models: Power Output (reference)	L / R: 10 W (per channel at 6 ohms, 1 kHz) Subwoofer: 15 W + 15 W (at 8 ohms, 100 Hz)
Speakers	Front speaker unit: Speaker system: Full range, Bass reflex, Speaker units: 50 mm × 90 mm (2 in × 3 5/8 in), Rated impedance: 6 ohms
	Subwoofer unit: Speaker system: Subwoofer system, passive radiator type, Speaker units: 65 mm × 2 (subwoofer) 65 mm × 4 (passive radiator), Rated impedance: 8 ohms
Inputs	Analog × 1 Digital (Optical) × 1
Supported formats	Dolby Digital, DTS, MPEG-2 AAC, Linear PCM (2 ch)*
Sound fields	DYNAMIC: This mode provides a wide range of tones with low/high frequencies and dynamic sounds. STEREO: This mode is suitable for any sound quality, optimized for video games implementing 2 ch stereo sound. (Multiple channels are down-mixed.) VIVID: This mode provides a wide sound range and enhances the surround sound channels. STD (standard): This mode reproduces the sound track with the kind of dynamic range that the recording engineer intended.
Other effects/functions	NIGHT MODE: This function allows you to enjoy sound effects and hear the dialog clearly even at low volume levels. DIALOG MODE: This function allows you to hear in-game speech and narration with greater clarity.  Auto Standby (A.STBY): The surround sound system enters standby mode automatically when there is no audio output for 30 minutes.
Power requirements	18 V DC (2.6 A) (100 V - 240 V AC, 50/60 Hz using the supplied AC power cord)

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Mass	Main unit: (approx.) 2.4 kg, AC adaptor: (approx.) 240 g
Dimensions	Main unit: (approx.) 720 mm × 85 mm × 87 mm, AC adaptor: (approx.) 121 mm × 53 mm × 33 mm (w × h × d)
Included	<ul style="list-style-type: none"><li>• Remote control × 1</li><li>• Optical digital cable (2.5 m) × 1</li><li>• AC adaptor × 1</li><li>• AC power cord × 1</li></ul>

\* Linear PCM accepts sampling frequencies of no more than 48 kHz.

#### **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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