



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
PLAYSTATION®3 (PS3®) WITH 160GB AND 320 GB HARD DISK DRIVE**

*Available from July 29, 2010 at a Recommended Retail Price of
29,980 yen and 34,980 yen respectively*

Tokyo, July 6, 2010 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that the PlayStation®3 (PS3®) computer entertainment system (CECH-2500 series) with 160GB and 320GB hard disk drive (HDD) will become available on July 29, 2010 in Japan at a recommended retail price (RRP) of 29,980 yen and 34,980 yen (including tax) respectively. As an additional color to the popular “Charcoal Black,” the 160GB PS3 system will come in “Classic White.” DUALSHOCK®3 Wireless Controller and Vertical Stand for the PS3 system will also come in this new color on the same day in Japan at a RRP of 5,500 yen and 2,000 yen (including tax) respectively. Additionally, SCEJ will introduce a “PlayStation®3 Digital Terrestrial Broadcasting Recorder Pack,” that comprises the 160GB PS3 system (body color: “Charcoal Black”) and “torne,” digital terrestrial tuner and application. The special bundle pack will become available together with the release of the new PS3 systems as a limited offer at a RRP of 36,980 yen (including tax). In conjunction with the release of the new systems, the company also announced that starting from July 7, 2010, the current PS3 system (CECH-2100A)* currently available at a RRP of 29,980 yen (including tax) will become open price..

The new PS3 systems will continue to offer the cutting-edge features and functions of the current models, such as the ability to enjoy high-definition Blu-ray™ disc (BD) movies and games, as well as stereoscopic 3D games, various content and services downloadable through the network. Increasing the PS3’s storage size to 160GB and 320GB, PS3 allows users to store more interactive entertainment content and services including TV programs recorded by using “torne” and more downloadable content from PlayStation®Network.

The cumulative number of registered accounts on PlayStation Network in Japan has exceeded 5 million as of May, 2010. Users are able to enjoy a broad range of on-line content

and services, including basic features of on-line gaming, video chat, text messaging and PlayStation®Home with other users on-line, as well as downloading games and video content from PlayStation®Store. Also from June 29, 2010, PlayStation®Plus, a new subscription service package on PlayStation Network, has become available for PlayStation® users, offering more exciting entertainment content and services available from PlayStation Store.

Exciting and attractive new titles are to be released from third party developers and publishers along with SCE Worldwide Studios, including “*White Knight Chronicle*” available on July 8 from SCE, “*JIKKYOU PAWAFURU PUROYAKYU 2010*” available on July 15 from Konami Digital Entertainment Co., Ltd., “*ModNation Racers*” available on July 29 from SCE, “*Sengoku BASARA: Samurai Heroes*” available on July 29 from Capcom Co., Ltd. and “*Another Century’s Episode:R*” available on August 19 from NAMCO BANDAI Games Inc.

SCEJ vigorously continues to expand the PS3 platform along with a vast line-up of attractive and exciting entertainment content with the new models.

* The PS3 system with 250GB HDD is a limited offer, and a RRP of this model is unchanged.

Product Outline

PlayStation®3 (CECH-2500 series)

Product name		PlayStation®3
Product code		CECH-2500A (HDD 160GB, Charcoal Black) CECH-2500A LW (HDD 160GB, Classic White) CECH-2500B (HDD 320GB, 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	CECH-2500A / CECH-2500A LW: 160GB *1 CECH-2500B: 320GB *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)

3-3-3-3 SCEJ to Introduce PS3® with 160 GB and 320 GB Hard Disk Drive

	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. 230W
External dimensions (excluding maximum projecting part)		Approx. 290 × 65 × 290 mm (width × height × length)
Mass		Approx. 3.0kg
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.

PlayStation®3 Digital Terrestrial Broadcasting Recorder Pack (CECH-10011)

Product name	PlayStation®3 Digital Terrestrial Broadcasting Recorder Pack
Product code	CECH-10011
Release date	Thursday, July 29, 2010
Recommended Retail Price	36,980 yen (including tax)
Included	<ul style="list-style-type: none"> • PlayStation®3 (color: Charcoal Black) × 1, hard disk drive capacity 160GB "torne™" • DUALSHOCK®3 Wireless Controller × 1 • Power cord × 1 • AV cable × 1 • USB cable × 1

DUALSHOCK®3 Wireless Controller "Classic White" (CECH-ZC2JLW)

Product name	DUALSHOCK®3 Wireless Controller
Product code	CECH-ZC2JLW
Release date	Thursday, July 29, 2010
Recommended Retail Price	5,500 yen (including tax)

Vertical Stand “Classic White” (CECH-ZS1JLW)

Product name	Vertical Stand
Product code	CECH-ZS1JLW
Release date	Thursday, July 29, 2010
Recommended Retail Price	2,000 yen (including tax)

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.

###

Dolby is a trademark of Dolby Laboratories.

DTS is a trademark of Digital Theater Systems, Inc.

HDMI, HDMI logo and High Definition Multimedia Interface are trademarks of HDMI Licensing LLC.

Blu-ray Disc is a trademark.

The Bluetooth word mark is a registered trademark owned by Bluetooth SIG, Inc. and any use of such marks by Sony Computer Entertainment Inc. is under license.

PlayStation, PS3 and DUALSHOCK are registered trademarks of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.

SONY
make.believe