



FOR IMMEDIATE RELEASE

**PSP® (PLAYSTATION®PORTABLE) GO
AVAILABLE AT AN ATTRACTIVE NEW PRICE OF 16,800 YEN
STARTING OCTOBER 26, 2010**

Tokyo, October 25, 2010- Sony Computer Entertainment Japan (SCEJ)*1, today announced that it will reduce the recommended retail price of the PSP® (PlayStation®Portable) go, handheld entertainment system (PSP-N1000 series) in Japan to 16,800 yen (including tax) starting October 26, 2010.

As the new evolution of PSP handheld entertainment system, specifically designed to suit the digital lifestyle of consumers who enjoy downloadable content on the go, PSP®go made its debut on November 1, 2009.

Newly adopted 16GB of flash memory*2 instead of the UMD® drive, and a sophisticated form factor featuring an easy sliding display panel, PSP®go has offered users more opportunity to enjoy their favorite entertainment content such as games, videos, music, photos and TV programs recorded by “torne™”, digital terrestrial tuner and application for the PlayStation®3 (PS3®) computer entertainment system.

SCEJ along with third party developers and publishers continues to enhance the content line-up within PlayStation®Store, and more than 590 titles of games, 1,250 titles (4,490 episodes) of movies, 2,200 episodes of comics are available for download as of the end of September, 2010. This broad content offering across all genres includes games, free-demos, PS one® classics for PSP, add-on items for game titles, trailers and comics.

Users can download a digital entertainment content accessing PlayStation®Store directly from PSP®go using the built-in wireless LAN (Wi-Fi) feature or through PS3. Media Go will also enable users to access and download entertainment content on PlayStation®Store via their PCs as well to easily manage PSP content on PCs, including games, videos, photos, and music.

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With this price reduction, SCEJ will continue to vigorously expand PlayStation Network's digital content and services and build a stronger software line-up along with various marketing measures, while creating the world of computer entertainment only available on the PlayStation® platforms.

*1 A division of Sony Computer Entertainment Inc. responsible for business operation in Japan.

*2 Content on UMD cannot be played back on PSP®go.

Product Outline

PSP® (PlayStation®Portable) go (PSP-N1000)

Product Name	PSP® (PlayStation®Portable) go
External dimensions	Approx. 128 x 16.5 x 69 mm (width x height x depth) (excludes largest projection)
Weight	Approx. 158g / 5.6 oz (including internal battery)
CPU	PSP® CPU (System clock frequency 1-333 MHz, Main memory 64MB)
Display	3.8 inches (16:9) full-transparent type, TFT drive, 480 x 272 pixel, Approx. 16,770,000 colors displayed
Sound	Built-in stereo speakers Built-in microphone
Main input/output	Wireless LAN (IEEE 802.11b) (Wi-Fi) Bluetooth®2.0 (EDR) High Speed USB (USB2.0) Memory Stick Micro™ (M2™) Analog Video Out Microphone
Main connectors	Multi use connector (DC IN / OUT, USB, Video Output / Input, Sound Input / Output) Headset / Microphone connector Memory Stick Micro™ (M2™) slot
Key / Switches	Directional buttons (up/down/right/left), analog stick, Action buttons (triangle, circle, cross, square), L/R buttons START button, SELECT button, PS button POWER/HOLD switch, WLAN switch display button, sound button, volume (+/-) buttons
Power sources	Lithium-Ion rechargeable internal battery pack AC adaptor USB power supply
Internal memory	16GB (Flash Memory)
Supported profile	PSP® Game
Access Control	Region code, parental control
Wireless communications	Wireless LAN (IEEE 802.11b) (Wi-Fi) (Infrastructure mode / Ad hoc mode (connect up to 16 consoles)) Bluetooth®2.0 (EDR)
Supplied accessories	AC adaptor USB cable CD-ROM (Media Go)

*Design and specifications are subject to change without notice.

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Other features

- Equipped with internal memory 16GB (Flash Memory)
You can use the built-in system storage to save games, music, photos and other types of content.
(You can also use Memory Stick Micro™ (M2™) media to save contents.)
- Easy Sliding Display Panel and Original Applications
PSP®go offers a variety of exciting entertainment options by taking advantage of the sliding panel. When the panel is open, users will be able to enjoy various entertainment content with the familiar button control as PSP-3000, when closed, original applications for PSP®go, such as a clock and calendar is displayed on the screen. Users can also enjoy video and music when the panel is closed.
- Game sleep function
PSP®go has unique features such as game sleep function which enables users to operate XMB™ (XrossMediaBar) while pausing gameplay temporarily.
- Bluetooth® function
Bluetooth function will also allow users to connect Bluetooth standard peripherals such as headphones and head-set^{*5} as well as PS3 wireless controller (DUALSHOCK®3 and SIXAXIS®)^{*6} to be used when watching video content on TVs via PSP at home^{*7}.

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 new 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, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

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