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**A NEW “PLAYSTATION®EYE” CAMERA PACK
BECOMES AVAILABLE IN JAPAN FOR PLAYSTATION®3
*PLAYSTATION Eye Camera with Six Casual Content in One Package***

Tokyo, June 3, 2008 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operations in Japan, today announced that it would release “PLAYSTATION®Eye” pack for PLAYSTATION®3 (PS3®) in Japan, on July 24, 2008, at a recommended retail price of 5,000 yen (including tax) ^(*1). This pack comprises PLAYSTATION Eye camera and *Memoushon*, a software title containing 6 casual interactive content that can be enjoyed in combination with PLAYSTATION Eye camera.

Equipped with a multi-directional microphone, PLAYSTATION Eye camera expands the fun and joy of interactive entertainment that is possible only on PS3. PLAYSTATION Eye camera can be easily connected to PS3 through a USB connector, and can be placed on top of TV sets or below the screen. Users are able to change the camera angle (standard view/ wide angle view) or tilt the camera in order to adjust to its optimum position.

Through PLAYSTATION Eye camera, users are able to enjoy video chat features with up to six members simultaneously ^(*2) of their families and friends registered in the “Friends” list on PLAYSTATION®Network. By using PLAYSTATION Eye camera and *Memoushon* together, users are also able to enjoy a variety of casual interactive entertainment in different theme, “Make, Look, Solve, Play, Fly, and Move.” *Memoushon* contains the following 6 content;

- “Make”: Software for editing images and sounds recorded through PLAYSTATION Eye camera.

- more -

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- “Look”: Interactive virtual aquarium brought to life by the motion sensitive camera, where users can feed fish and watch them glide majestically across the tank.
- “Solve”: Puzzle game. Users have to change the floor surface of the labyrinth by the movements of their hands and roll the ball to the goal.
- “Play”: Puzzle action game. Users have to save the “sticky” creatures in the game with the movement of their hands.
- “Fly”: Interactive art experience that let users travel over ancient Japanese paintings by sending bird flock soaring over the painting, using hands and body movement.
- “Move”: Interactive art experience that creates visual effects from body movement and sound.

SCEJ will continue to further expand the PS3 platform and create a new world of computer entertainment with enhanced line-up of PS3 platform and accessories, along with upcoming exciting new titles.

(*1) PLAYSTATION Eye camera for this package is the same camera that is bundled in *THE EYE OF JUDGMENT™* (excluding the camera stand).

(*2) PLAYSTATION Network account is necessary in order to use the video chat function. Users will also need to register those people who they wish to chat with to their “Friends” list within the PLAYSTATION Network.

Product Overview

PLAYSTATION®Eye

Product name	PLAYSTATION®Eye
Product code	CEJH-15001
Release date	24 July, 2008
Recommended retail price	5,000 yen (including tax)
Included	PLAYSTATION®Eye camera x 1 <i>Memouhon</i> (BD-ROM) x1

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Product Specification

Connector	USB 2.0
Power consumption	5v, Maximum of 500mA
External dimension	Approx. 84 x 67 x 57 mm (width x height x depth)
Weight	Approx. 173g
Cable length	Approx. 2m
Operating temperature	5°C - 35°C
Video capture	Maximum of 640 x 480 pixel
Frame rate	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

(*) Design and specification are subject to change without prior notice.

(*) 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 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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