



Press Information
For Immediate Release

NEW PSP™ (PLAYSTATION®PORTABLE) COMES WITH ADVANCED LCD SCREEN AND BUILT-IN MICROPHONE

Hitting the PAL Market in October 2008

Leipzig Games Convention, August 2008 – Sony Computer Entertainment (SCEE) today announced that it would launch a new PSP™ (PlayStation®Portable) handheld entertainment system (PSP-3000) with an advanced LCD screen supporting higher image quality, to become available in stores in Europe, Middle East, Australia and New Zealand from 15th October 2008. PSP-3000 will be available as a bundle, including one software title for a RRP of €199.

SCEE will offer a variety of bundles that take advantage of the new PSP features, including a Go! communications bundle, and a variety of games bundles including our own Buzz!™: Master Quiz, as well as FIFA '09 and Harry Potter bundles from our third party partners.

In addition to offering the functionality and ergonomics of Slim & Lite the quality of the screen has been improved to offer crisper colours with more definition when outside in natural light. PSP-3000 also includes a built-in microphone, maximising the communication features of products such as Go! Messenger and Skype™.

PSP is gaining overwhelming support from a wide range of consumers all over the world through its exciting lineup of software titles as well as the introduction of colour variations and network services. Since the launch of the "Slim & Lite" PSP in September 2007, the expansion of the PSP platform has been further accelerated and more than 13.4 million units have been sold in the PAL territories.

SCEE will continue to expand the PSP platform and create a new world of entertainment with the new PSP, together with the strong lineup of forthcoming titles for the peak season.

ENDS

PSP™ (PlayStation®Portable) (PSP-3000) Product Overview

Product name	PSP®(PlayStation®Portable)
External dimensions	Approx. 169.4 x 18.6 x 71.4 mm / 6 ¾ x ¾ x 2 ¾ in (width x height x depth) (excludes largest projection)
Weight	Approx. 189g / 6.7 oz (including battery pack)
CPU	PSP CPU (System clock frequency 1-333MHz)
Main memory	64MB
Display	4.3 inches (16:9) full-transparent type, TFT drive, 480 x 272 pixel, Approximately 16,770,000 colours displayed
Sound	Built-in stereo speakers
Main input/ output	Wireless LAN (IEEE 802.11b)(Wi-Fi) Hi-Speed USB (USB2.0) (mini-B) Memory Stick PRO Duo™ Analog Video Out Microphone
Main connectors	DC In 5V connector DC Out connector video out/headset connector USB connector Memory Stick Duo™ 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 battery pack AC adaptor USB power supply
Internal disc drive	Read-only UMD™ drive
Supported profile	PSP® (PlayStation® Portable) Game UMD™ Video
Access control	Region code, parental control
Wireless communications	Infrastructure mode Ad hoc mode (connects up to 16 consoles)
Supplied accessories	AC adaptor Battery pack (1200mAh)

Supported codec (in Memory Stick)

Video	<ul style="list-style-type: none"> ● Memory Stick Video Format <ul style="list-style-type: none"> ◇ MPEG-4 Simple Profile (AAC LC) ◇ H.264/MPEG-4 AVC Main Profile (AAC LC) ● MP4 File Format <ul style="list-style-type: none"> ◇ MPEG-4 Simple Profile (AAC LC) ◇ H.264/MPEG-4 AVC Main Profile- CABAC only - (AAC LC) / Baseline Profile (AAC LC) ● AVI <ul style="list-style-type: none"> ◇ Motion JPEG (Linear PCM or µ-Lau)
Music	<ul style="list-style-type: none"> ● Memory Stick Audio Format <ul style="list-style-type: none"> ◇ ATRAC3™ ◇ ATRAC3plus™ ◇ MP3 ● MP3(MPEG-1/2 Audio Layer3) ● MP4(MPEG-4 AAC)

	<ul style="list-style-type: none"> ● WAVE(Linear PCM) ● WMA(Windows Media® Audio 9 Standard only) *4
Photo	<ul style="list-style-type: none"> ● JPEG (DCF2.0/Exif2.21compliant) ● TIFF ● BMP ● GIF ● PNG

*4 WMA Playback feature needs to be enabled.

PSP®(PlayStation®Portable) (PSP-3000) Colour Variations

Product name	PSP®(PlayStation®Portable)
Colour name	Piano Black
Product code	PSP-3000 PB

Product name	PSP®(PlayStation®Portable)
Colour name	Pearl White
Product code	PSP-3000 PW

Product name	PSP®(PlayStation®Portable)
Colour name	Mystic Silver
Product code	PSP-3000 MS

Design and specifications are subject to change without notice.

About Sony Computer Entertainment Europe Ltd

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION®3, PlayStation®2, PSP™ (PlayStation®Portable) and PLAYSTATION®Network software and hardware in 99 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Since the launch of PLAYSTATION 3 in November 2006, over 14.4 million units have been sold globally and continue to be sold at a record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 131.3 million systems worldwide. Since its launch at the end of 2004, over 41.3 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, over 10 million accounts have been registered to the PLAYSTATION Network, the free-to-access interactive environment, and about 200 million items have been downloaded.

More information about PlayStation products can be found at www.playstation.com or visit the Virtual Press Office at www.scee.presscentre.com.

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