



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
NEW PSP® (PLAYSTATION®PORTABLE) WITH
ADVANCED HIGH CONTRAST LCD THIS OCTOBER IN JAPAN**

*Introduced to the Japanese market at 19,800 yen
along with a variety of entertainment packs and peripherals*

Tokyo, September 2, 2008 - Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operations in Japan, announced today that it would release the new PSP® (PlayStation®Portable) handheld entertainment system (PSP-3000) featuring an advanced high contrast LCD and a built-in microphone on Thursday, October 16th, 2008, in Japan at a recommended retail price (RRP) of 19,800 yen (including tax). The new PSP system will come in three basic colors of “Piano Black,” “Pearl White” and “Mystic Silver,” with plans for additional colors.

SCEJ will also release “PSP® (PlayStation®Portable) Value Pack” for the Japanese market at a RRP of 24,800 yen (including tax), comprising a new PSP system (Piano Black, Pearl White or Mystic Silver), a 4GB Memory Stick PRO Duo™ (Mark2), an original PSP pouch, a hand strap and a cloth to meet users’ various purposes in using the PSP systems such as playing games, watching movies, listening to music and downloading content through the network.

Along with the launch of the new PSP system, SCEJ will also introduce a variety of accessory packs to meet a wide range of users’ lifestyle; “Accessory Pack” will be released at a RRP of 3,800 yen (including tax) and “Battery Pack (2200mAh)” at a RRP of 5,500 yen (including tax). In addition, new peripherals for the new PSP will be introduced; “Cradle” at a RRP of 4,800 yen (including tax) and “Cradle and D terminal AV cable” at a RRP of 6,500 yen (including tax) for charging PSP battery and enjoying high quality viewing on TVs, and also “PSP® (PlayStation®Portable) Pouch” at a RRP of 1,800 yen (including tax) that matches the color of the new PSP system. All additional peripherals and accessories will become available on Thursday, October 16th.

For the upcoming holiday season market, third party partners will be introducing exciting bundle packs with strong PSP software titles. “*MOBILE SUITE GUNDAM GUNDAM VS. GUNDAM*” will be introduced from NAMCO BANDAI Games Inc. on Thursday, November 20th, 2008 at a RRP of 24,840 yen including tax. “*DISSIDIA FINAL FANTASY*” will be introduced from SQUARE ENIX CO., LTD. on Thursday, December 18th, 2008 at a RRP of 25,890 yen including tax. SCEJ will also introduce “*PATAPON 2 Donchaka♪*” on Thursday, November 27th, 2008 at a RRP of 23,800 yen including tax.

SCEJ also announced today that it would launch a new network service this fall that will allow PSP users to connect directly to PlayStation®Store, and to download entertainment content without transferring them through PLAYSTATION®3 (PS3®) or PC.*¹ At the launch of this network service, SCEJ will be releasing game content for the PSP system such as “Mainichi Issyo Portable,” developed for PSP from the original PS3 title of “Mainichi Issyo”.

Additionally, another free online service will be launched this fall which enables users to play PSP software titles featuring ad-hoc mode over the internet through PS3 with other online players. PSP software titles such as “*MONSTER HUNTER PORTABLE 2nd G*” from CAPCOM Co., Ltd. will be compatible with this new online service.*²

SCEJ will further expand the PSP platform and create a world of entertainment with the new PSP system, together with strong upcoming new software titles, and attractive peripherals and network services launching for the holiday season.

*1 Users need to update the latest system software to use the service, and they will also be able to enjoy the service on PSP-1000 and PSP-2000.

*2 Titles and the detailed information of the service will be announced in due course.

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

Product Name	PSP® (PlayStation®Portable)
Release Date	October 16 th , 2008 (Thu.)
Product Code	“Piano Black” (PSP-3000 PB) “Pearl White” (PSP-3000 PW) “Mystic Silver” (PSP-3000 MS)
Recommended Retail Price	19,800 yen (including tax)
External Dimension	Approx. 169.4 x 18.6 x 71.4 mm (width x Height x Depth) (Excludes largest projection)
Weight	Approx. 189g (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 colors 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	● Memory Stick Video Format
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	<ul style="list-style-type: none"> ◇ MPEG-4 Simple Profile(AAC) ◇ H.264/MPEG-4 AVC Main Profile(AAC) ● MPEG4 ◇ MPEG-4 Simple Profile(AAC) ◇ H.264/MPEG-4 AVC Main Profile(CABAC) (AAC)/ Baseline Profile(AAC) ● AVI ◇ Motion JPEG (Linear PCM) ◇ Motion JPEG (μ-Law)
Music	<ul style="list-style-type: none"> ● Memory Stick Audio Format ◇ ATRAC3™ ◇ ATRAC3plus™ ◇ MP3 ● MP3 (MPEG-1/2 Audio Layer3) ● MP4 (MPEG-4 AAC) ● WAVE (Linear PCM) ● WMA (Windows Media® Audio 9 Standard only)*5
Photo	<ul style="list-style-type: none"> ● JPEG (DCF2.0/Exif2.21 compliant) ● TIFF ● BMP ● GIF ● PNG

PSP® (PlayStation®Portable) Value Pack

Product Name	PSP® (PlayStation®Portable) Value Pack
Release Date	October 16 th , 2008 (Thu.)
Product Code	"Piano Black" (PSP-3000 KPB) "Pearl White" (PSP-3000 KPW) "Mystic Silver" (PSP-3000 KMS)
Recommended Retail Price	24,800 yen (including tax)
Supplied Accessories	PSP-3000 x 1 AC adaptor x 1 Battery pack (1200mA) x 1 Pouch x 1 Hand strap x 1 Cloth x 1 4GB Memory Stick PRO Duo™ (Mark2) x 1

Accessory Pack (PSPJ-15016)

Product Name	Accessories Pack
Release Date	October 16 th , 2008 (Thu.)
Product Code	PSPJ-15016
Recommended Retail Price	3,800 yen (including tax)
Supplied Accessories	2GB Memory Stick PRO Duo™ (Mark2) x 1 Pouch x 1 Hand strap x 1 Cloth x 1

Battery Pack (2200mAh)

Product Name	Battery Pack (2200mAh)
Release Date	October 16 th , 2008 (Thu.)
Product Code	PSPJ-15018 (for Pearl White including battery cover) PSPJ-15019 (for Mystic Silver including battery cover)
Recommended Retail Price	5,500 yen (including tax)
Supplied Accessories	Battery pack (2200mAh) x 1 Battery cover x 1

Cradle (PSP-S410)

Product Name	Cradle
Release Date	October 16 th , 2008 (Thu.)
Product Code	PSP-S410
Recommended Retail Price	4,800 yen (including tax)
Supplied Accessories	Cradle (Compatible with PSP-2000/3000) x 1

Cradle & D Terminal AV Cable (PSPJ-15017)

Product Name	Cradle & Cradle D Terminal AV Cable
Release Date	October 16 th , 2008 (Thu.)
Product Code	PSPJ-15017
Recommended Retail Price	6,500 yen (including tax)
Supplied Accessories	Cradle (Compatible with PSP-2000/3000) x 1 D Terminal AV Cable x 1

PSP® (PlayStation®Portable) Pouch

Product Name	PSP® (PlayStation®Portable) Pouch
Release Date	October 16 th , 2008 (Thu.)
Product Code	SCZM-92078 (Piano Black) SCZM-92079 (Pearl White/Mystic Silver)
Recommended Retail Price	1,800 yen (including tax)
External Dimension	Approx. H123×W205×D33 (mm) (Compatible with PSP-2000/3000)
Material	External material: Nylon / Internal material: Polyester

PSP® (PlayStation®Portable) Bundle

Product Name	MOBILE SUITE GUNDAM GUNDAM VS. GUNDAM
Release Date	November 20 th , 2008 (Thu.)
Genre	Team Battle Action
Publisher	NAMCO BANDAI Games Inc.
Recommended Retail Price	UMD: 5,040 yen (including tax) Bundle: 24,840 yen (including tax)
CERO Rating	"A" for all ages
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Product Name	PATAPON 2 Donchaka [®]
Release Date	November 27 th , 2008 (Thu.)
Genre	Command Carnival
Publisher	Sony Computer Entertainment Inc.
Recommended Retail Price	UMD: 4,980 yen (including tax) PlayStation Store Download Content: 3,800 yen (including tax) Bundle: 23,800 yen (including tax)
CERO Rating	Not Rated Yet

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Product Name	DISSIDIA FINAL FANTASY
Release Date	December 18 th , 2008 (Thu.)
Genre	Dramatic Progressive Action
Publisher	SQUARE ENIX CO., LTD.
Recommended Retail Price	UMD: 6,090 yen (including tax) Bundle: 25,890 yen (including tax)
CERO Rating	Not Rated Yet
Copy Right Notice	©SQUARE ENIX CO.,LTD.All Rights Reserved. CHARACTER DESIGN:TETSUYA NOMURA

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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