



FOR IMMEDIATE RELEASE

**NEW 80GB PLAYSTATION®3 BECOMES AVAILABLE
IN JAPAN ON OCTOBER 30TH
80GB PS3® with DUALSHOCK®3 Wireless Controller
To Hit the Japanese Market at 39,980 Yen**

Tokyo, October 9, 2008 - Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCEI) responsible for business operations in Japan, announced today that it would release the new 80GB PLAYSTATION®3 (PS3®) computer entertainment system with DUALSHOCK®3 wireless controller on Thursday October 30th, 2008, in Japan at a recommended retail price (RRP) of 39,980 yen (including tax). The 80GB PS3 system will come in three basic colors of Clear Black, Ceramic White, and Satin Silver, to meet a variety of life styles and preferences of all ages. As a limited offer for the holiday season, it will come bundled with the Blu-ray Disc version of the best-selling racing and online car life simulator, *GRAN TURISMO™ 5 Prologue Spec III* for PS3 developed by Polyphony Digital Inc., and published by SCE. This exciting new game will become available in stores at a RRP of 4,980 yen^{*1} concurrently with the release of the new 80GB PS3 system. With the introduction of newly announced PS3, the current 40GB PS3 system will be offered at open price from Oct. 10th 2008.

Along with the launch of this new model, the long-awaited *LittleBigPlanet™* for PS3 will also become available on Thursday October 30th. To further enrich the holiday season options, “PLAYSTATION 3 *LittleBigPlanet* Dream Box” bundle pack will be introduced at a RRP of 44,980 yen, comprising 80GB PS3 with DUALSHOCK 3 wireless controller, *LittleBigPlanet* game, and an additional DUALSHOCK wireless controller. For users who already own PS3, “*LittleBigPlanet* DUALSHOCK 3 Bundle Pack” will become available at a RRP of 7,980 yen, featuring *LittleBigPlanet* game and a DUALSHOCK 3 wireless controller. Both bundle packs are offered for limited quantities during the coming holiday season.

The newly announced 80GB PS3 system will offer all of the features and functionality of the current 40GB model with double storage capacity to accommodate storing

2-2-2-2 New 80GB PLAYSTATION 3 Become Available in Japan on October 30th more downloadable entertainment content from PlayStation®Network. The number of network service users are growing continuously in Japan with the number of registered network accounts for PlayStation Network exceeding over 1.3 million, and downloaded items exceeding 25 million since launch ^{*2}. To meet the expectation of PS3 users, PlayStation Network now offers almost 300 games ^{*3}, 40 anime titles, free playable demos and promotion videos available for download, in addition to services such as PlayStation®Home scheduled to launch its Open Beta Service within this calendar year. This new model will enable users to store more and more content from PlayStation Network as well as photo, music, and video from their personal collection.

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

^{*1} *GRAN TURISMO™ 5 Prologue Spec III* for PS3 is an updated version of *GRAN TURISMO™ 5 Prologue* which includes all additional cars and features that was available through online update (up to October 2008), and will be sold in Blu-ray Disc version at a RRP of 4,980 yen (including tax), and in downloadable version at a RRP of 4,500yen (including tax).

^{*2} as of October 9, 2008.

^{*3} the number includes titles from “Game Archives.”

Product Information

PLAYSTATION 3 (CECHL00 series) Product Overview

Product name		PLAYSTATION®3
Product code/ color name		CECHL00 (Clear Black) CECHL00 CW (Ceramic White) CECHL00 SS (Satin Silver)
CPU		Cell Broadband Engine™
GPU		RSX®
Sound		Dolby Digital 5.1ch, DTS 5.1ch, LPCM 7.1ch, AAC, etc. ^{*1}
Memory		256MB XDR Main RAM, 256MB GDDR3 VRAM
HDD	2.5" Serial ATA	80GB ^{*2}
I/O ^{*4}	USB 2.0	X 2
Communication		Ethernet (10BASE-T, 100BASE-TX, 1000BASE-T) X 1
		IEEE 802.11 b/g
		Bluetooth® 2.0(EDR)
Controller		Wireless Controller (DUALSHOCK®3)
AV output	Screen size	1080p, 1080i, 720p, 480p, 480i
	HDMI OUT ^{*5}	X 1
	AV MULTI OUT	X 1

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	DIGITAL OUT (Optical)	X 1
BD/ DVD/ CD Drive (Read only)	Maximum read speed	BD 2x (BD-ROM) DVD 8x (DVD-ROM) CD 24x (CD-ROM)
Power source		AC 100V, 50/60Hz
Power consumption		Approx. 280W
Dimensions		Approx. 325(W) × 98(H) × 274(D) mm
Weight		Approx. 4.4kg

*1 A device compatible with Linear PCM 7.1 Ch. is required to output 7.1 Ch. audio, supported by Dolby TrueHD or a similar format, from the HDMI OUT connector.

*2 Hard disk capacity is calculated using base 10 mathematics (1 GB = 1,000,000,000 bytes). System software versions 1.10 and higher calculate capacity using binary mathematics (1 GB = 1,073,741,842 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.

*3 Functionality of all storage media types is not guaranteed.

*4 "Deep Color" and "x.v.Color (xvYCC)" defined by HDMI ver1.3a are supported.

* This product does is not compatible with PlayStation®2 games.

“PLAYSTATION®3 LittleBigPlanet Dream Box” Product Overview

Product name	PLAYSTATION®3 LittleBigPlanet Dream Box
Release date	2008年10月31日(木)
HDD 80GB PS3 Color name/ Product code	•Clear Black (CEJH-10003) •Ceramic White (CEJH-10004) •Satin silver (CEJH-10005)
RRP	44,980 yen (including tax)
Included	•PLAYSTATION 3 (CECHL00series) x 1 • <i>LittleBigPlanet</i> for PLAYSTATION 3 x 1 •Wireless Controller (DUALSHOCK®3) x 2 •Power cable x 1 •AV cable x 1 •USB cable x 1

“LittleBigPlanet DUALSHOCK®3 Bundle Pack” Product Overview

Product name	LittleBigPlanet DUALSHOCK®3 Bundle Pack
Release date	2008年10月31日(木)
Wireless Controller (DUALSHOCK®3) Color name/ Product code	•Black (BCJN-29601) •Ceramic White (BCJN-29602) •Satin Silver (BCJN-29603)
RRP	7,980 yen (including tax)
Included	• <i>LittleBigPlanet</i> for PLAYSTATION 3 x 1 •Wireless Controller (DUALSHOCK®3) x 1

Software Information

Title : **LittleBigPlanet**
Release date : Thursday, October 30, 2008
RRP : 5,980 yen (including tax)
Genre : Action
CERO rating : A (for all age)
Publisher : Sony Computer Entertainment Inc.
Copyright : LittleBigPlanet ©Sony Computer Entertainment Europe.
Published by Sony Computer Entertainment Inc. Developed by Media Molecule.
LittleBigPlanet is a trademark of Sony Computer Entertainment Europe.
Official Web Site: <http://www.jp.playstation.com/scej/title/lbp/>
Playable number: 1 to 4 people (including online feature)
* Broadband internet connection is suggested.

Title : **GRAN TURISMO 5 Prologue Spec III**
Release date : Thursday, October 30, 2008
RRP : Blu-ray Disc version, 4,980 yen (including tax)
Downloadable version, 4,500yen (including tax)
Genre : Racing and online car-life simulator
CERO rating : A (for all age)
Publisher : Sony Computer Entertainment Inc.
Copyright : © 2008 Sony Computer Entertainment Inc.
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Official Web Site: GRAN TURISMO: The Official Site <http://www.gran-turismo.com/>
Playable number: 1 to 2 people (online features: 2 to 16 people)
Specifications : Supported online features includes online racing, movie contents, and car information
* Broadband internet connection is suggested.

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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