



**SONY COMPUTER ENTERTAINMENT INC. ANNOUNCES  
GROUND-BREAKING, NEXT-GENERATION 3D ONLINE-USER COMMUNITY  
FOR PLAYSTATION®3 – “Home”**

***Free Download to Allow Broad User Interaction in Highly Detailed Community Environment;  
Opens Door to User-Created Content, Collaboration and Commerce***

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**TOKYO and SAN FRANCISCO, Calif., March 7, 2007** – Sony Computer Entertainment Inc.

(SCEI) today announced the unveiling of a first-of-its-kind 3D online user community service for the PLAYSTATION®3 (PS3™) computer entertainment system. The service, known as “Home,” will enable users to create their own avatar and explore a real-time virtual community, as if they are playing a detailed 3D game for PS3. The service will become available globally beginning in fall 2007.

*Home* will be demonstrated at the Game Developer’s Conference (GDC) in San Francisco, California on March 7 as a key element of SCEI Worldwide Studios’ President Phil Harrison’s keynote presentation titled “Game 3.0: Developing and Creating for the 3<sup>rd</sup> Age of Videogames.”

*Home* is a real-time online 3D, networked community available on the PLAYSTATION®Network. It allows PS3 users to interact, communicate, join online games, shop, share private content and even build and show off their own personal spaces to others in real time. *Home* will be available as a free download from the PLAYSTATION®Store and will launch directly from XMB™ (XrossMediaBar) on PS3.

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With an avatar uniquely customized according to each user's preference, users can explore the 3D community that is *Home* – a sleek, modern environment featuring spacious common areas; custom spaces dedicated to specific games; and personal apartments. Each user is assigned an apartment in *Home* where they can invite others to join them as they show off their own style in an area they can personalize themselves with furniture, art and other items – even a different view from their windows. They can also show their personal video, pictures and other digital media content found on their PS3 hard drives in their apartments. Very rich interactive communication with others is achieved through built in text, audio and video chat, along with sophisticated emotional animations for each character.

Sharing continues in the “Hall of Fame,” where users can display new 3D trophies that will be unlocked through in-game achievements, as well as real time score rankings in PS3 games.

“This is a significant step forward in the area of user community services and emergent entertainment experiences,” said Izumi Kawanishi, Corporate Executive and CTO Software, SCEI. “While the 3D graphics demonstrate the power of PS3 and the PLAYSTATION Network, the most impressive feature in *Home* is the variety of ways in which multiple consumers, as well as our third-party partners, can experience the next generation of communication by interacting and sharing among each other. I feel strongly that this unique blend of community, user-generated content, collaboration and commerce will expand the future of computer entertainment.”

*Home* will go into a closed beta test this spring with a full launch targeted for later this year. By having a broad range of business partners participate in *Home*, along with an expansive catalog of upcoming game software titles for PS3, SCEI will continue to enhance the new world of entertainment and vigorously promote PS3 as the next generation computer entertainment platform.

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### **About Sony Computer Entertainment America Inc.**

Sony Computer Entertainment America Inc. continues to redefine the entertainment lifestyle with its PlayStation® and PS one® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) system, and the ground-breaking PLAYSTATION®3 (PS3™) computer entertainment system.

Recognized as the undisputed industry leader, Sony Computer Entertainment America Inc. markets the PlayStation family of products and develops, publishes, markets, and distributes software for the PS one game console, the PlayStation 2 computer entertainment system, the PSP system and the PS3 system for the North American market. Based in Foster City, Calif. Sony Computer Entertainment America, Inc. serves as headquarters for all North American operations and is a wholly owned subsidiary of Sony Computer Entertainment Inc.

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*\*All game titles are trademarked by their respective owners. HDMI cable not included. Additional equipment may be required to use the HDMI connector. Video output in HD requires cables and an HD-compatible display, both sold separately. Use of the PLAYSTATION®Network is subject to terms of use: [www.us.playstation.com/termsfuse](http://www.us.playstation.com/termsfuse), and applicable privacy policy. Children under 18 will require parental consent. Broadband internet service is required (sold separately). Some broadband services may not work with the PLAYSTATION®Network and performance may vary. PLAYSTATION®Network may not be available in all regions and certain content or services may not be available to children under 13. Features and offerings of the PLAYSTATION®Network may change without notice. For more information, please visit [www.us.playstation.com/termsfuse](http://www.us.playstation.com/termsfuse).*