



PLAYSTATION®3 GAINS TV TUNER AND PERSONAL VIDEO RECORDER TO REINFORCE ROLE AT HEART OF THE LIVING ROOM

***'PlayTV' to set new standards in PVR functionality and ease of use
Receive, Record and Replay live TV on your PS3™***

Leipzig, 22 August 2007. At Games Convention today, Sony Computer Entertainment Europe (SCEE) announced the introduction of *PlayTV*, a combined TV tuner and Personal Video Recorder (PVR) for PLAYSTATION®3 (PS3™). *PlayTV* will be available in UK, France, Italy, Germany and Spain early in 2008, with other PAL territories to follow in due course.

Designed to reinforce PS3's rightful place in the Living Room at the heart of the home entertainment needs, the twin channel TV tuner peripheral and PVR software turns PS3 into a state of the art TV recorder, allowing users to watch, pause and record live TV. *PlayTV* will also record individual programmes or whole series¹ to the PS3 hard drive for viewing later on the family TV, or for transferring to the PSP™ (PlayStation®Portable) for remote viewing outside of the home.

Operating on the widely available Digital Video Broadcasting – Terrestrial (DVB-T) format, *PlayTV* uses an incredibly quick and easy to use 7-day Electronic Programme Guide EPG². that provides the navigation for programming the PVR features of *PlayTV*.

In line with PlayStation's focus on advanced technology made easy, *PlayTV* provides a host of added value features seldom seen on anything but the highest cost standalone PVRs:

- *PlayTV's* two TV tuners are High Definition ready and are able to view, record and play back High Definition signals in full HD1080P to fully complement PS3's already impressive High Definition credentials.
- Unlike the electronic programme guides found on conventional satellite and cable services, *PlayTV's* EPG is lightning fast, and simple to use with either PS3's SIXAXIS™ wireless controller or the BD remote control to really enhance viewing pleasure.
- Intuitive controls, single button help features, tutorial videos and simple navigation make *PlayTV* a positive joy to use compared with the complexity of some standalone PVR models
- Seamless connectivity with PSP allows you to set recordings, watch Live TV and recorded TV programmes remotely on PSP via a Wi-Fi connection (using Remote Play feature). Alternatively, quickly transcode recorded TV shows for high quality viewing to PSP by USB cable for remote viewing away from the home.
- Optional on-screen graphical display provides a wealth of information about the status of *PlayTV* and provides quick access to programme information, stored TV programmes and the controls to pause or record live TV. *PlayTV* will also set the correct interface for either Standard Definition or High Definition displays, maximising the viewing experience.
- *PlayTV* will evolve with time, with great added value functionality being updated via PLAYSTATION®Network; a feature that sets it above all other set top boxes. *PlayTV* will never be out of date.

“The introduction of *PlayTV* really will extend the already broad entertainment credentials of PS3, and makes it an exceptionally attractive proposition for the whole family this Christmas,” said David Reeves, President of Sony Computer Entertainment Europe. “PS3 already provides High Definition gaming, Blu-ray Disc movies, music, video, photo album, web browsing and PLAYSTATION Network support. With the introduction of *PlayTV's* state of the art TV tuner and PVR functionality, PS3 is now the best choice of home entertainment hub for the whole family.

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Notes:

1. Series recording currently only available in the UK.
2. Subject to availability, country dependent.

Notes to Editors:

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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 and PSP™ (PlayStation®Portable) software and hardware in 102 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 Europe on 23 March 2007 and the end of March 2007 over 1.6 million units have been shipped across the SCEE territories, over 5.5 million globally. Between its European debut on 24th November 2000 and the end of March 2007, over 44 million PlayStation 2 consoles have been shipped across the SCEE territories, over 117 million worldwide, making it one of the most successful consumer electronic products in history. Between its European debut on 1st September 2005 and the end of March 2007, over 8 million PSP systems have been shipped across the SCEE territories, with over 25 million shipped worldwide since its Japanese launch in December 2004.

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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