



EYETOY™ USB CAMERA TO BE RELEASED AS STANDALONE PRODUCT IN JAPAN

Tokyo, March 16, 2004 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operations in Japan, announced today that it would release *EyeToy™ USB Camera (for PlayStation®2) (EyeToy Camera)* as a standalone product. *EyeToy Camera* will be available in Japan on April 28th, 2004 at a recommended retail price of 2,980 yen (3,129 yen tax inclusive).

Released on February 11th 2004 by SCEJ, *EyeToy Camera* is currently sold together with *EyeToy™:Play*, a software title that has been building up its popularity among a broad range of users, especially with younger children. *EyeToy™* is an innovative technology that provides a unique game play using *EyeToy Camera* instead of a controller, enabling players to physically interact within the game with their own real-time image being projected to the TV monitor. With first and third party developers/publishers software titles being released for *EyeToy Camera*, SCEJ will make the product available as standalone to actively promote this new gaming category to a wider audience.

SCEJ will further develop the *EyeToy* market in Japan, which provides a new and exciting style of entertainment on PlayStation 2 platform.

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2-2-2-2 EyeToy USB Camera to Be Released as a Standalone Product in Japan

About EyeToy™ USB Camera (for PlayStation®2)

EyeToy USB Camera (for PlayStation 2) is a product introduced by Sony Computer Entertainment Europe using technology developed by Sony Computer Entertainment America for PlayStation 2. By connecting the *EyeToy Camera* to the USB connector on PlayStation 2, players are able to enjoy a new game experience, having their own image projected on screen using motion tracking technology and physically interacting with their own movements instead of using a controller as the main interface.

Product Outline

Product Name:	EyeToy™ USB Camera (for PlayStation®2) SCJH-10001
Recommended Retail Price:	2,980 yen (3,129 yen tax inclusive)
Release Date:	April 28 th , 2004 (Wednesday)

Main Features

Interface:	USB Type 1.1
Power Consumption:	50mA
Dimensions (approx.):	44 mm x 53 mm x 89 mm
Weight (approx.):	173g
Cable Length (approx.):	2m
Video Capture (max.):	640 x 480 pixel
Lens head:	Manual Focus Ring

About Sony Computer Entertainment Japan

Sony Computer Entertainment Japan, a division company of Sony Computer Entertainment Inc. based in Japan, distributes and markets the PlayStation® game console and PlayStation®2 computer entertainment system, and also develops, publishes, markets and distributes software, and manages the third party licensing program for these two platforms.

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