



## **PLAYSTATION®2 WAKU WAKU EYETOY™ PACK TO BE RELEASED FOR THE WINTER HOLIDAY SEASON IN JAPAN**

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**Tokyo, November 25, 2004** – 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 *PlayStation®2 Waku Waku EyeToy™ Pack (EyeToy Pack)* on December 16<sup>th</sup>, 2004 at a recommended retail price of 22,800 yen excluding tax (23,940 yen including tax). *EyeToy Pack* will become available as a limited time offer for the winter holiday season. It includes the new PlayStation 2 hardware, *EyeToy:Play* software title and *EyeToy USB Camera (for PlayStation 2) (EyeToy Camera)* in one box.

Released on February 11<sup>th</sup>, 2004 by SCEJ, *EyeToy:Play* has introduced a new style of game experience using *EyeToy Camera* instead of a controller, enabling players to interact within the game using the physical motions of their own image projected on the TV monitor. This title has been highly popular to a wide range of users around the world, but particularly among children and families, with shipments already reaching 3.55 million units worldwide.

The carton box adopts bright and warm red as the main package color, representing the fun and excitement of the *EyeToy:Play* software title. It is a perfect gift for Christmas and New Years holiday season.

*EyeToy Pack* can be enjoyed among families and friends and by offering this product for the year-end/New Years peak selling season, SCEJ aims to expand the world of *EyeToy* to a broader audience, especially to new users.

By introducing first and third party titles compatible with *EyeToy Camera* in Japan, SCEJ will actively promote the *EyeToy* series, a product that provides a new and exciting style of entertainment on PlayStation 2 platform.

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2-2-2-2 EyeToy Pack to be Released for the Winter Holiday Season in Japan

### **Product Outline**

**Product Name:** PlayStation®2 Waku Waku EyeToy™ Pack  
SCJH-11001

**Recommended Retail Price:** 22,800 yen (23,940 yen tax inclusive)

**Release Date:** December 16<sup>th</sup>, 2004 (Thursday)

**Included:** PlayStation 2 hardware x 1  
PlayStation 2 software title EyeToy:Play x 1  
EyeToy USB Camera (for PlayStation 2) x 1  
Analog Controller DUALSHOCK®2 x 1  
AV cable (integrated audio/video) x 1  
AC Adaptor (AC power cord included) x 1

### **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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