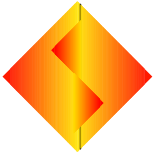


SONY



COMPUTER
ENTERTAINMENT

FOR IMMEDIATE RELEASE

Contact: Sony Computer Entertainment America
Molly Smith
molly_smith@playstation.sony.com
Tel: 650-655-6044

**PLAYSTATION®3 LAUNCHES
ON NOVEMBER 17, 2006 IN NORTH AMERICA**
Equipped with Blu-ray and Pre-Installed HDD
United States: US \$499 (20GB HDD) and US \$599 (60GB HDD)
Canada: CAN \$549 (20GB HDD) and CAN \$659 (60GB HDD)

Los Angeles, May 8, 2006 – Sony Computer Entertainment America (SCEA) announced today that it would launch PLAYSTATION®3 (PS3) in “Clear Black” in North America on November 17, 2006, as part of a worldwide simultaneous launch.

PS3 is the most advanced computer system that serves as a platform to enjoy next generation computer entertainment contents in the home, realized through the combination of Cell and RSX™ processors, in addition to the playability of a vast catalog of PlayStation® and PlayStation®2 software titles.

Having Giga-bit Ethernet and a pre-installed hard disk drive (HDD) as standard in PS3, users will be able to download a variety of contents as well as access on-line games and services over the network.

Equipped with basic input/output ports, PS3 supports a broad range of displays from conventional NTSC/PAL standard TVs to the latest full HD (1080i/1080p) flat panel displays, offering the joy of the most advanced computer entertainment contents to homes around the world. For use in living rooms, maximum heat and noise reduction has been achieved with a noise level equivalent to that of the current slim-line PlayStation 2.

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With the overwhelming computational power of the Cell processor, PS3 is capable of playing back content from Blu-ray (BD) disc at a bit rate of multiplex 48Mbps with ease, the maximum bit rate defined in BD standards.

The new controller for PS3 has been created by refining and improving the world's most popular PlayStation controller which has shipped more than several hundred million units worldwide. The controller for PS3 employs a high-precision, highly sensitive six-axis sensing system that is capable of processing all parameters within the controller itself, thereby eliminating the need for any additional settings on the display system. By applying this technology, it will become possible to freely control the PS3 system over the network.

While further enhancing the joy of entertainment on PlayStation 2 and PSP™ (PlayStation®Portable), SCEA will vigorously promote PS3 as the next generation computer entertainment platform.

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 upcoming, much-anticipated PLAYSTATION®3 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 and the PSP 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. More information can be found online at <http://www.us.playstation.com>

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<PLAYSTATION®3 >

Product name		PLAYSTATION®3	
CPU		Cell Processor	
GPU		RSX™	
Sound		Dolby 5.1ch, DTS, LPCM, etc. (Cell-based processing)	
Memory		256MB XDR Main RAM, 256MB GDDR3 VRAM	
HDD	2.5" Serial ATA	○ (20GB)	○ (60GB)
I/O	USB 2.0	○ (x4)	
	MemoryStick /SD/CompactFlash	-	○
Communication	Ethernet	○ (x1 / 10BASE-T, 100BASE-TX, 1000BASE-T)	
	IEEE 802.11 b/g	-	○
	Bluetooth 2.0 (EDR)	○	
Wireless controller (Bluetooth)		○	
AV Output	Screen size	480i, 480p, 720p, 1080i, 1080p	
	HDMI OUT	-	○ (x1 / HDMI NextGen)
	AV MULTI OUT	○ (x1)	
	DIGITAL OUT (OPTICAL)	○ (x1)	
BD/DVD/CD Drive (Read Only)	Maximum Read Speed	BD 2x (BD-ROM) DVD 8x (DVD-ROM) CD 24x (CD-ROM) Super Audio CD	
Dimensions		Approximately 325mm (W) x 98mm (H) x 274mm (D)	
Weight		Approximately 5 kg	

- * Storage media ("Memory Stick", SD memory card, and CompactFlash) are sold separately.
- * "Dolby" is a trademark of Dolby Laboratories.
- * "DTS" is a trademark of Digital Theater Systems, Inc.
- * "CompactFlash" is a trademark of SanDisk Corporation.
- * "HDMI" is a trademark of HDMI Licensing LLC.
- * "Blu-ray Disc" is a trademark.
- * "Bluetooth" is a trademark of Bluetooth SIG, Inc.
- * "Memory Stick" is a trademark of Sony Corporation.
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