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**SONY COMPUTER ENTERTAINMENT ANNOUNCES  
ITS NEXT GENERATION PORTABLE ENTERTAINMENT SYSTEM**

*Ultimate Portable Entertainment System Makes Its Debut This Year,  
Further Expanding the PlayStation® Business in the Portable Gaming Market*

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**Tokyo, January 27, 2011** – Sony Computer Entertainment Inc. (SCE) today announced its next generation portable entertainment system (codename: NGP), which delivers the ultimate portable entertainment experience. NGP will make its debut at the end of the year 2011.

NGP is designed to offer unparalleled interactive entertainment that is only possible on PlayStation®. This new system offers a revolutionary combination of rich gaming and social connectivity within a real world context, made possible by leveraging SCE's experience from both PSP® (PlayStation®Portable) and PlayStation®3 (PS3®) entertainment systems.

Deep and immersive gaming is at the core of PlayStation's DNA, and NGP is the latest embodiment of this vision. By having both Wi-Fi and 3G network connectivity, together with various applications, NGP will enable infinite possibilities for users to "encounter," "connect," "discover," "share" and "play" with friends wherever they are. Within the device are a range of features that provide a genuinely cutting-edge, next generation ultimate portable entertainment experience.

● **Stunning OLED and Revolutionary User Interface**

NGP incorporates a beautiful multi-touch 5-inch organic light emitting display (OLED) as the front display. A high-performance CPU / GPU combined with OLED enables rich, visually striking graphics never seen before on a portable entertainment system, for both games and other digital entertainment content. The new system also incorporates a unique multi-touch pad on the rear, and together with the front touch display, NGP offers new game play allowing users to interact directly with games in three dimension-like motion, through "touch, grab, trace, push and pull" moves of the fingers.

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- Super Oval Design and Dual Analog Sticks

While succeeding the basic design philosophy of PSP, NGP adopts the Super Oval Design form factor, created to fit comfortably in users' hands. For the first time, a portable entertainment system will feature two analog sticks, which enable a wider range of game genres to be brought into the portable experience.

- LiveArea™

Every game title for NGP will be provided with a space called "LiveArea™" where users can share the fun and excitement with other players. Users will have access to the latest information of games provided from SCE and 3<sup>rd</sup> party developers and publishers through PlayStation®Network. Additionally, NGP users will be able to view an "Activity" log that is constantly updated with accomplishments from users who are playing the same game, which in turn can trigger active real-time communication among users.

- Near

SCE will also provide location-based services on NGP as part of the basic features utilizing PlayStation Network. The new application called "Near," developed specifically for this service and the network, will be pre-installed in the system to let users find out what their friends in the vicinity are playing now or what they were playing recently. Users can meet their friends and new players virtually, regardless of what games they are playing, simply by sharing their game information across different dimensions of time and distance.

- New Game Medium

NGP adopts a new game medium, a small flash memory based card, dedicated for NGP software titles. Taking advantage of the flash memory feature, this innovative card can store the full software titles plus add-on game content or the game save data directly on to the card. By adopting flash memory based card, SCE will be able to provide game cards with higher capacity in the future, allowing developers to store more game data to deliver rich and immersive games.

NGP will also come equipped with two cameras on its front and rear, as well as three motion sensors, gyroscope, accelerometer and electronic compass, all of which are designed to enable users to enjoy the world of entertainment that is linked with real life experiences.

PlayStation®Suite (PS Suite), announced today, will also closely coordinate with NGP. The newly developed and released game content for Android™ based portable devices can also be enjoyed on NGP. As a result, users will have access to not only the most leading-edge content, but also some of the more casual experiences that typify the mobile market place.

SCE will vigorously promote NGP towards the launch as the next generation portable entertainment platform and deploy various measures to further expand the portable gaming market.

**< Next generation portable entertainment system (codename: NGP) >**

CPU	ARM® Cortex™-A9 core (4 core)
GPU	SGX543MP4+
External Dimensions	Approx. 182.0 x 18.6 x 83.5mm (width x height x depth) (tentative, excludes largest projection)
Screen (Touch screen)	5 inches (16:9), 960 x 544, Approx. 16 million colors, OLED Multi touch screen (capacitive type)
Rear touch pad	Multi touch pad (capacitive type)
Cameras	Front camera, Rear camera
Sound	Built-in stereo speakers Built-in microphone
Sensors	Six-axis motion sensing system (three-axis gyroscope, three-axis accelerometer), Three-axis electronic compass
Location	Built-in GPS Wi-Fi location service support
Keys / Switches	PS button Power button Directional buttons (Up/Down/Right/Left) Action buttons (Triangle, Circle, Cross, Square) Shoulder buttons (Right/Left) Right stick, Left stick START button, SELECT button Volume buttons (+/-)
Wireless communications	Mobile network connectivity (3G) IEEE 802.11b/g/n (n = 1x1)(Wi-Fi) (Infrastructure mode/Ad-hoc mode) Bluetooth® 2.1+EDR (A2DP/AVRCP/HSP)

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

Recognized as the global leader and company responsible for the progression of consumer-based computer entertainment, Sony Computer Entertainment Inc. (SCEI) manufactures, distributes and markets the PlayStation® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system and the PlayStation®3 (PS3®) system. PlayStation has revolutionized home entertainment by introducing advanced 3D graphic processing, and PlayStation 2 further enhances the PlayStation legacy as the core of home networked entertainment. PSP is a handheld entertainment system that allows users to enjoy 3D games with high-quality full-motion video and high-fidelity stereo audio. PS3 is an advanced computer system, incorporating the state-of-the-art Cell processor with super computer like power. SCEI, along with its subsidiary divisions Sony Computer Entertainment America LLC., Sony Computer Entertainment Europe Ltd., and Sony Computer Entertainment Korea Inc. develops, publishes, markets and distributes software and manages the third party licensing programs for these platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, SCEI is an independent business unit of the Sony Group.

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