



**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
DUALSHOCK®3 CHARGING STATION AND A NEW CANDY BLUE COLOR
DUALSHOCK®3 WIRELESS CONTROLLER**

*Available on April 21, 2011, New Peripherals Will Further Expand the Entertainment
Experience Available on the PlayStation®3 System*

Tokyo, March 1, 2011 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that it will introduce a new peripheral for the PlayStation®3 (PS3®) computer entertainment system, DUALSHOCK®3 Charging Station, on April 21, 2011, at a recommended retail price (RRP) of 2,480 yen (including tax). SCEJ will also introduce a DUALSHOCK®3 Wireless Controller in a new color variation, Candy Blue color, that will become available on the same day at a recommended retail price of 5,500 yen (including tax).

With the new DUALSHOCK 3 Charging Station, users will be able to charge up to two Wireless Controllers, DUALSHOCK 3 or SIXAXIS®, from the household electrical outlet and without having to connect them to the PS3 system, by simply attaching the charging adaptor to the Wireless Controller* and placing it on the charger.

Also available on the same day is the DUALSHOCK 3 Wireless Controller in a new Candy Blue color, which will be the 8th color variation of the DUALSHOCK 3 series. With the introduction of this new color, users will be able to choose from wide variety of colors to match their lifestyles and preferences.

SCEJ will continue to further expand the PS3 platform along with exciting software line-ups and peripherals and create a new world of computer entertainment that is only possible on PlayStation®.

* Charging adaptor is included in the package. Users will be able to use the Wireless Controller with the adaptor attached.

2-2-2-2 SCEJ to Introduce DUALSHOCK®3 Charging Station and DUALSHOCK®3 Wireless Controller in a New Candy Blue Color

Product Outline

DUALSHOCK®3 Charging Station

Product name	DUALSHOCK®3 Charging Station
Product code/ Recommended Retail Price	CECH-ZDC1J/ 2,480 yen (including tax)
Release date	Thursday, April 21, 2011
Dimensions (w × h × d)	Charging station: Approx. 111.0 × 81.0 × 151.5 mm Charging adaptor: Approx. 62.5 × 24.0 × 21.5 mm
Mass	Charging station: Approx. 221 g Charging adaptor: Approx. 6 g
Included	•Charging station × 1 •Charging adaptor × 1 •AC adaptor × 1 •AC power cord × 1
Features	•Can charge up to two Wireless Controllers (DUALSHOCK or SIXAXIS) •Wireless Controller can be connected to the charging station simply by using the adaptor •Can store the Wireless Controller compactly

DUALSHOCK®3 Wireless Controller

Product name	DUALSHOCK®3 Wireless Controller
Product code/ color	CECH-ZC2J YB/ Candy Blue
Recommended retail price	5,500 yen (including tax)
Release date	Thursday, April 21, 2011

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 Inc., 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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