



**FOR IMMEDIATE RELEASE**

**PLAYSTATION®MOVE MOTION CONTROL TECHNOLOGY TO BENEFIT  
RESEARCH AND ACADEMIC COMMUNITIES THROUGH MOVE.ME™  
APPLICATION**

***With Move.Me, Sony Computer Entertainment America to Offer Award-Winning  
PlayStation®3 Motion Gaming Technology to Universities, Research Labs and Hobbyists***

---

**SAN FRANCISCO, Calif., March 2, 2011** – Today at the 2011 Game Developers Conference, Sony Computer Entertainment America LLC (SCEA) unveiled Move.Me™ – a software application that academics, researchers, students, and hobbyists can use to create new types of software applications using the PlayStation®Move motion controller as an input device on their own PCs, all via the PlayStation®3 (PS3™) system.

Launched in fall 2010, PlayStation Move delivers the most precise and intuitive motion control gaming experience on PS3 with the PlayStation Move motion controller, which features internal motion sensors and utilizes additional tracking from the PlayStation®Eye camera. With the Move.Me application, the high-quality, high-level tracking data that PS3 game developers use can be exported to the PC, providing a powerful tool for creating innovative applications.

The Move.Me project could help medical researchers prototype, for example, rehabilitation applications for patients undergoing physical therapy. The Move.Me application could also lead game design students to develop to new creative concepts for gaming within the areas of 3D modeling, motion capture, and augmented reality. The application is compatible with any Windows or Linux-based PC; other devices, such as tablets and smartphones, can also receive PlayStation Move's tracking data if they can connect to a PS3 system.

“PlayStation Move's camera-plus-controller combination allows for the most precise and immersive gaming experiences,” said John McCutchan, senior engineer, SCEA Developer Support. “Now we're formally taking that advanced technology, which was almost ten years in

the making, and offering it to innovators outside of our traditional game development community so they can create their own applications to impact the world in exciting new ways.”

The Move.Me application will be available for download from PlayStation®Network this spring. As part of an early product seeding program in the United States, a handful of prestigious researchers and professionals in the medical, academic and human-computer interaction fields have already expressed interest in creating innovative applications that leverage the unique motion-sensing technology offered by PlayStation Move.

SCEA will support the Move.Me application with sample code, user documentation and corporate material from SCE Research and Development. The Move.Me application will not require the PS3 system SDK or a licensing agreement, which opens the door for widespread idea generation and prototyping.

### **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.

“PlayStation” and “PSP” are registered trademarks and “PS3” is a trademark of Sony Computer Entertainment Inc.

All other trademarks are property of their respective owners.