



**PLAYSTATION®3 SALES REACH 50 MILLION UNITS WORLDWIDE**  
*Sales of PlayStation®Move motion controller for PlayStation®3 (PS3®) surpass 8 million units worldwide, accelerating the expansion of the PS3 Platform.*

---

**Tokyo, April 15, 2011** – Sony Computer Entertainment Inc. (SCE) today announced that the cumulative sales of the PlayStation®3 (PS3®) computer entertainment system reached a milestone of 50 million units<sup>\*1</sup> worldwide, as of March 29, 2011. SCE also announced that PlayStation®Move sales surpassed 8 million units<sup>\*1</sup> worldwide as of April 3, demonstrating continued growth and momentum of the PS3 platform.

The PS3 system, equipped with future proof cutting-edge technologies including the powerful Cell Broadband Engine™ and RSX® processors as well as the Blu-ray disc™ (BD) player and HDMI, has delivered users with high-definition and high quality entertainment experience since its launch in November 2006. The PS3 system continues to evolve and enhance the user experience through new features and services delivered via software updates.

Concurrently with the introduction of PS3, SCE launched PlayStation®Network service which now has more than 75 million registered accounts and operates in 59 countries and regions<sup>\*2</sup> around the world. PlayStation Network supports free community-centric online gameplay and communication tools such as PlayStation®Home<sup>\*3</sup>, and offers vast downloadable digital content through PlayStation®Store, from games to movies of more than 32,840 content totaling to 105,988 digital content worldwide. In September 2009, SCE launched the new slimmer and lighter PS3 system with new form factor and less power consumption that has been well received by users around the world.

To further expand entertainment experience only possible on PS3, stereoscopic 3D game and Blu-ray 3D™ features were introduced to the system via a free system software update<sup>\*4</sup> in April and September 2010 respectively. The feature enables users to enjoy stunningly realistic stereoscopic 3D in their living room on their PS3 system by simply

connecting it to a 3D-compatible TV such as 3D “BRAVIA” TV using an HDMI cable. The number of stereoscopic 3D software titles has reached to 89 as of April 1 in 2011.

SCE launched PlayStation Move in September 2010 for North America, Europe/PAL territories and in Asia, and in October 2010 for Japan to deliver a new entertainment experience across all categories of games, from casual to immersive. The PlayStation Move motion controller is used in combination with the PlayStation®Eye camera to detect the precise movement, angle, and absolute position in 3D space of the user, thereby allowing users to intuitively play as if they are within the game. The number of PlayStation Move supported/dedicated software titles has reached to 155 as of March 24 in 2011, including titles such as *Sports Champions*, *SingStar Dance* and *Killzone3*<sup>\*5</sup>. PlayStation Move continues to further expand the new gameplay along with variety of upcoming new PlayStation Move titles for 2011 including *SOCOM 4: U.S. Navy SEALs*<sup>\*6</sup>.

With strong support from 3<sup>rd</sup> party developers and publishers worldwide, PS3 features a vast library of more than 2,128 software titles with more than 480 million units sold worldwide<sup>\*7</sup>. Recently released blockbuster franchise titles from first party studios include *Grand Turismo 5*, *LittleBigPlanet2* and *KILLZONE 3*.

SCE will continue to further expand the PS3 platform and create a new world of computer entertainment.

\*1 Sell-in number

\*2 As of Mar 20, 2011.

\*3 A ground-breaking 3D social gaming community available on PS3 that allows users to interact, communicate and share gaming experiences. Within PlayStation Home, users can create and customize their own unique avatars and explore the virtual community in real time where they can communicate freely through text or voice chat. When the service is available, PlayStation Home icon will appear after booting/ re-booting the PS3 system. Some content and services are charged.

\*4 System software versions 3.30 or later are required.

\*5 Titles and year differ by each country or region.

\*6 Adapts to stereoscopic 3D games

\*7 As of the end of Dec, 2010

### **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.

###

PlayStation, PS3, PS2, PSP and RSX are registered trademarks of Sony Computer Entertainment Inc. Cell Broadband Engine and EyeToy are trademarks of Sony Computer Entertainment Inc. BRAVIA is a trademark of Sony Corporation. Blu-ray Disc™, Blu-ray 3D™ are trademarks of the Blu-ray Disc Association. All other trademarks are property of their respective owners.