



**SONY COMPUTER ENTERTAINMENT JAPAN TO RELEASE
STEREO EARPHONE FOR PSP® (PlayStation®Portable)
IN 6 COLOR VARIATIONS**

Available on July 21 2011, at 2,200 yen (including tax)

Tokyo, May 10, 2011 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that it will release a stereo ear phone for PSP® (PlayStation®Portable) in 6 color variations on July 21, 2011 at a Recommended Retail Price of 2,200 yen (including tax).

The new stereo earphone for the PSP system will be offered in 6 color variations of Black, White, Silver, Red, Blue, and Pink, allowing users to enjoy color coordination with their PSP systems. Adopting 400kj/m³ neojium magnet which enhances sound resolution and generates clear mid high sound and powerful low sound, the new stereo earphone is perfect for enjoying a variety of content including games even when users are on the move.

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

Product Outline

【Stereo earphone】

Product name	Stereo earphone
Color/Product code	Black / SCZM-92091 White / SCZM-92092 Silver / SCZM-92093 Red / SCZM-92094 Blue / SCZM-92095 Pink / SCZM-92096
Recommended Retail Price	2,200 yen (including tax)
Release date	Thursday, July 21, 2011

Mass	Approx. 3g (without cord)
Included	<ul style="list-style-type: none"> •Stereo earphone x 1 •Ear piece ring SS, S, M x 2 •Cord length adjuster x 1
Type	Sealed dynamic
Sensitivity	100dB/mW
Impedance	16Ω
cord	Approx. 1.2m litz Y-type cord
Plug	Gold-plated L-shaped stereo mini plug
Features	<p>Adopts 400kj/m³ neojium magnet which enhances sound resolution and generates clear mid high sound and powerful low sound</p> <p>Includes cord slider which prevents cord snaggle and cord length adjuster</p>

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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