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**“PLAYSTATION®VITA”
EXPANDS ITS ENTERTAINMENT EXPERIENCE BY INTRODUCING
VARIOUS APPLICATIONS FOR SOCIAL NETWORKING SERVICES
AND COMMUNICATIONS**

Initial applications include Facebook, foursquare, Skype and Twitter

Tokyo, August 17, 2011 – Sony Computer Entertainment Inc. (SCE) today announced that it will introduce dedicated applications for Facebook, foursquare, Skype™ and Twitter*¹ to PlayStation®Vita (PS Vita) which will launch in Japan by the end of 2011, followed by the U.S. and Europe early next year*².

PS Vita users will not only be able to enjoy the immersive rich gaming content but through the addition of these social networking services and communications widely used around the globe will also have an easy access and greater opportunity to enjoy communicating with friends by simply selecting the dedicated application. PS Vita, as the next generation portable entertainment system, will deliver an unrivaled entertainment experience, through close collaboration with various social networking services and communications.

The applications will be downloadable to PS Vita directly from PlayStation®Store at no charge. Users will be able to activate the application just by selecting the icon which will appear on the PS Vita home screen and enjoy easy navigation using the touch screen. Also, PS Vita’s beautiful 5-inch organic light emitting diode (OLED) screen will allow users to enjoy photos and movies shared with their friends and acquaintances via Internet in visually striking graphics. Service profiles of each service are as follows:

- **Facebook**



Facebook is a social utility that helps people communicate more efficiently with their friends, family and coworkers. The company develops technologies that facilitate the sharing of information through the social graph, the digital mapping of people's real-world social connections. Anyone can sign up for Facebook and interact with the people they know in a trusted environment. Over 750 million active users visit Facebook each month.

- **foursquare**



foursquare is a location-based service that helps users explore the world around them. Using PS Vita, users can "check in" at the locations they visit to meet up with friends, and share information about places. Users can also collect virtual badges for exploring new places, and can earn points to compete against friends.

- **Skype**



Skype is software which enables people to communicate with others around the world using Internet-connected devices. Skype has more than 170 million average monthly connected users (for the three months ended June 30, 2011). Users of PS Vita will be able to use Skype to make free calls to others on Skype, as well as low-cost calls to landlines and mobiles virtually anywhere in the world.

● **Twitter**



Twitter instantly connects people everywhere to what's most meaningful to them. At the heart of Twitter are short messages called Tweets, which are 140 characters or less in length. Users can follow celebrities, friends or other people they find interesting to discover what's happening around the world.

SCE will vigorously promote PS Vita towards the launch as the next generation portable entertainment platform and work towards expanding the portable gaming market.

*1 Services in alphabetical order.

*2 Details of the application's launch timing will be announced at a later timing.

< **PlayStation®Vita Product Outline** >

Platform Name	PlayStation®Vita
Model number	PCH-1000 series
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)
Main memory	512MB
VRAM	128MB
Rear touch pad	Multi touch pad (capacitive type)
Cameras	Front camera, Rear camera Frame rate : 120fps@320x240(QVGA), 60fps@640x480(VGA) Resolution : Up to 640x480(VGA)
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 (3G/Wi-Fi model only) Wi-Fi location service support

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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/Wi-Fi model only) IEEE 802.11b/g/n (n = 1x1)(Wi-Fi) (Infrastructure mode/Ad-hoc mode) Bluetooth® 2.1+EDR (A2DP/AVRCP/HSP)
Slots/Ports	PlayStation®Vita card slot Memory card slot SIM card slot (3G/Wi-Fi model only) Multi-use port (for USB data communication, DC IN, Audio [Stereo Out / Mono In], Serial data communication), Headset jack (Stereo mini jack) (for Audio [Stereo Out / Mono In]) Accessory port
Power	Built-In Lithium-ion Battery, AC adaptor
Supported AV content format	Music – MP3 MPEG-1/2 Audio Layer 3, MP4 (MPEG-4 AAC), WAVE (Linear PCM) Videos – MPEG-4 Simple Profile (AAC), H.264/MPEG-4 AVC High/Main/Baseline Profile (AAC) Photos – JPEG (Exif 2.2.1), TIFF, BMP, GIF, PNG

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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