



Sony Computer Entertainment Hong Kong Limited

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SONY COMPUTER ENTERTAINMENT ASIA ANNOUNCES THE OPENING OF SOUTHEAST ASIA FIRST “PLAYSTATION® INCUBATION STUDIO SINGAPORE”

Bringing “Made-in-Asia” Game Contents to PlayStation® Platform

Singapore, 28th October 2011 – Sony Computer Entertainment Asia (SCE Asia) today announced its partnership with Media Development Authority (MDA) and Nanyang Polytechnic (NYP) to launch the first Southeast Asia “PlayStation® Incubation Studio Singapore” within the newly launched Games Solution Centre (GSC).

The GSC, an initiative by the MDA and managed by NYP, is a national one-stop resource centre that provides holistic support to facilitate and incubate locally-based games small-medium enterprises to develop content and applications which have international commercial appeal. A centre like GSC is timely given the growth of the games sector.

According to the Deloitte Flash Report 2010, the games market is one of the fastest growing sub-sector within Singapore’s Interactive Digital Media (IDM) industry with a compound annual growth of 20% from 2007 to 2009. To boost the sector, MDA has committed S\$4.93 million to set up the GSC.

The Centre was officially launched today by, Aubeck Kam, Chief Executive Officer of MDA, and Chan Mun See, CEO and President of NYP with Tetsuhiko Yasuda, President of SCE Asia attending the opening ceremony as a special guest.

Southeast Asia’s first PlayStation® Incubation Studio Singapore will be housed within GSC

SCE Asia is running the “Asia Original Contents Project” in order to bring “Made-in-Asia” game contents to PlayStation® platform. As a part of this project, SCE Asia has launched the first Asia incubation centre in Taiwan in 2010, and Southeast Asia’s first “PlayStation® Incubation Studio” officially launched today at Game Solution Centre in Singapore. In addition, SCE Asia has been partnered with NYP and has signed a 5 years contract for SDIM Creator Training Program. With the launch of the “PlayStation® Incubation Studio Singapore,” Singapore game developers can now gain ready access to development tools for PlayStation® platforms such as PlayStation®3 and PSP® (PlayStation®Portable) and soon for PlayStation®Vita.

The 1st Made-in-Singapore game, Ratloop’s Rocketbirds: Hardboiled Chicken released on PlayStation®Network

Ratloop Asia, a company supported by MDA, has launched its first 3D stereoscopic game Rocketbirds: Hardboiled Chicken for the PlayStation®Network earlier this month, and it is now available to download on the PlayStation®Network globally. Hardboiled Chicken builds upon the previous browser-based game Rocketbirds: Revolution!, which received three finalist nominations for Excellence in Audio, Excellence in Visual Art and the Seumas McNally Grand Prize at the 2010 International Games Festival. The Independent Games Festival Awards are a major celebration of the best in indie gaming, with thousands watching the award presentation.

“We are dedicated to provide innovative excitement and high quality game experience to users, and that is the reason why we are fully in support of the incubation program in Asia,” said Tetsuhiko Yasuda, President, SCE Asia. “Therefore, we are very happy to launch the Southeast Asia’s first PlayStation® Incubation Studio in Singapore and to have MDA and NYP with us to achieve this phenomenal mission.”

About Sony Computer Entertainment Hong Kong Limited

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