



**SONY COMPUTER ENTERTAINMENT JAPAN TO INTRODUCE
“PLAYSTATION®VITA HATSUNE MIKU LIMITED EDITION” FROM
AUGUST 30, 2012**

Available for A Limited Offer Featuring *NEXT HATSUNE MIKU Project DIVA*
(Working title) and 4GB Memory Card

Tokyo, May 8, 2012—Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced “PlayStation®Vita (PS Vita) Hatsune Miku Limited Edition” will be available for a limited offer on August 30, 2012, concurrently with the release of *NEXT HATSUNE MIKU Project DIVA* (Working title) from SEGA CORPORATION. This “PS Vita Hatsune Miku Limited Edition” includes a special PS Vita portable entertainment system, *NEXT HATSUNE MIKU Project DIVA* and 4GB Memory card, available at a Recommended Retail Price (RRP) of 39,980 yen (including tax) for 3G/Wi-Fi model ^{※1}and 34,980 yen (including tax) for Wi-Fi model .

NEXT HATSUNE MIKU Project DIVA is the latest edition of *HATSUNE MIKU Project DIVA*, the rhythm action game franchise in which the main character is the electrical diva named “Hatsune Miku”, and which has sold more than 1 million units in Japan^{※2}. While succeeding the franchise’s original concept of “play to sing”, this *NEXT HATSUNE MIKU Project DIVA* newly adopts the “scratch” feature, allowing users to rub the multi touch screen to beat out rhythms intuitively according to the Hatsune Miku’s medley songs. Furthermore, the characters (modules) are totally remodeled to match the PS Vita’s beautiful display, which enables users to fully enjoy their enhanced cuteness and expressive faces along with their brand-new costumes.

The PS Vita system included in “PS Vita Hatsune Miku Limited Edition”, comes with a special design, printing Hatsune Miku on its rear touch pad. Users can immerse into the sense of embracing her in their own palms while playing with their hands on the rear touch pad.

By introducing this special limited edition concurrently with the launch of much-awaited *NEXT HATSUNE MIKU Project DIVA*, SCEJ will further accelerate the expansion of PS Vita platform.

※1 Prepaid data plan 20h

※2 Sell-in number from SEGA Corporation to retailers

< PlayStation®Vita Hatsune Miku Limited Edition 3G/Wi-Fi model Product Outline >

Product name	PlayStation®Vita Hatsune Miku Limited Edition 3G/Wi-Fi model
Product code	PCHJ-10001
Release date	August 30, 2012
Recommended Retail Price	39,800 yen (including tax)
Included	<ul style="list-style-type: none"> • PlayStation®Vita 3G/Wi-Fi model× 1 with a special design (crystal white) • NEXT HATSUNE MIKU Project DIVA (Working title) • 4GB Memory Card × 1 • original protective film × 1 • Original design AR card × 1 • USB cable× 1 • AC adaptor × 1 • Power code ×1 • Printed materials×1

< PlayStation®Vita Hatsune Miku Limited Edition Wi-Fi model Product Outline >

Product name	PlayStation®Vita Hatsune Miku Limited Edition Wi-Fi model
Product code	PCHJ-10002
Release date	August 30, 2012
Recommended Retail Price	34,980 yen (including tax)
Included	<ul style="list-style-type: none"> • PlayStation®Vita Wi-Fi model× 1 with a special design (crystal white) • NEXT HATSUNE MIKU Project DIVA (Working title) • 4GB Memory Card × 1 • original protective film × 1 • Original design AR card × 1 • USB cable× 1 • AC adaptor × 1 • Power code ×1 • Printed materials×1

<NEXT HATSUNE MIKU Project DIVA Product Outline>

Title	NEXT HATSUNE MIKU Project DIVA (Working title)
Genre	TBD
Release date	August 30, 2012
RRP	PS Vita card 7,329 yen (including tax) /DL version 6,600 yen (including tax)
CERO rating	To be rated
Publisher	SEGA CORPORATION
Copyright	© SEGA / © Crypton Future Media, Inc.
Official site	http://miku.sega.jp/next/

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About Sony Computer Entertainment Japan

Sony Computer Entertainment Japan (SCEJ), a division company of Sony Computer Entertainment Inc. based in Japan, distributes and markets the PlayStation®3 computer entertainment system, the PlayStation®2 computer entertainment system, the PlayStation®Portable handheld entertainment system and the PlayStation®Vita portable entertainment system. SCEJ also develops, publishes, markets and distributes software, and manages the third party licensing program for these platforms.

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