

Sony Computer Entertainment Asia

Sony Computer Entertainment Asia To Launch the Localization Center Officially for the first time in Asia

Taipei, May 24, 2012 – Sony Computer Entertainment Asia announced that its business branch, Sony Computer Entertainment Taiwan (SCET), has officially opened a new localization center for the first time in April, 2012. The center will focus on localizing dedicated game titles on the company's various platforms, primarily PlayStation®3 (PS3®), PlayStation®Vita and PSP® (PlayStation®Portable).

SCE Asia has been localizing dedicated game titles since the production of *ICO* (SCE WWS JAPAN Studio*1), published on PlayStation®2 in December, 2001. Ever since then SCE Asia has been operating its Chinese localization business at the Tokyo office, which was a pioneer in the computer entertainment industry. Since then, SCE Asia has released over 100 Chinese-localized games, including the *Gran Turismo* franchise by Polyphony Digital Inc. and the *Uncharted* franchise by Naughty Dog. The successful endeavor has won worldwide acclaim and recognition among the third party developers and publishers.

In order to promote the PlayStation platforms in Asia and to enhance the quantity and quality of localized games, in July 2011, SCE Asia began the trial operation of a localization center located in Taipei. The center provides in-house translation and debugging and has since its launch localized six game titles into Chinese, including *Everybody's Golf 6* (SCE Worldwide Studios JAPAN Studio*1, Clap Hanz Corporation) for PlayStation®Vita, *FINAL FANTASY XIII*® (SQUARE ENIX®) for PS3 and *Shinobido 2: Revenge of Zen* (Spike Chunsoft Co., Ltd.) for PS Vita. All of which have received widespread praise from the third party developers and publishers as well as PlayStation® users.

The localization team is currently working on two titles for PlayStation®Vita including *Ragnarok Odyssey* (GungHo Online Entertainment, Inc.) and *Persona 4 The GOLDEN* (Index Digital Media, Inc.). SCE Asia will continue to seek and localize more game titles from SCE WWS as well as the third party developers and publishers. In addition, SCEAsia is planning


to establish a debug center in Kaohsiung to further increase the number of Chinese localized titles.

SCE Asia is devoted to expanding the software localization business, and is dedicated in enriching and deepening the entertainment experience for Chinese-speaking users, particularly in Asia.

※1) SCE WWS JAPAN Studio...Sony Computer Entertainment Worldwide Studios JAPAN Studio

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※Persona 4 The GOLDEN :
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