



FOR IMMEDIATE RELEASE

**NEW SMALLER AND LIGHTER PLAYSTATION®3
TO HIT THE WORLDWIDE MARKET**

To Further Accelerate Expansion of the PlayStation®3 Platform towards Upcoming Holiday Season

Tokyo, September 19, 2012 – Sony Computer Entertainment Inc. (SCE) today announced that a new PlayStation®3(PS3®) computer entertainment system (body color: charcoal black / classic white^{*1}), featuring a new design and a downsized form factor, will become available worldwide this holiday season. The new PS3 will come in 3 models including extended built in Hard Disk Drive (HDD) capacity of 500GB model and 250GB model, and a newly added 12GB flash memory model initially for Europe only. Availability of models, prices and launch dates of the new PS3 system in each region are as follows.

	Storage size	Recommended Retail Price	Launch Date
North America	HDD 500GB	US\$299	October 30 th
	HDD 250GB	US\$269 (bundle only) ^{*2}	September 25 th
Europe/ PAL territories	HDD 500GB	€299 ^{*3}	September 28 th
	Flash Memory 12GB ^{*4}	€29 ^{*3}	October 12 th
Japan	HDD 500GB	29,980 Yen (including tax)	October 4 th
	HDD 250GB	24,980 Yen (including tax)	October 4 th

Thanks to a complete redesign of the internal architecture, the volume and weight of the new PS3 has been reduced by more than half compared to the very first PS3 model with a 60GB HDD, and by 25% and 20% respectively compared to the current PS3. By adopting a sliding disk cover, the new PS3 continues with the characteristic sleek curved body design, which fits various places in the home and enables users to enjoy an array of entertainment content.

With the extra HDD capacity which has been extended from 320GB and 160GB, users can store and enjoy more and more entertainment content including games, music, photos, and video on the new PS3. In addition, the new PS3 with 12GB flash memory offers opportunities to experience the world of PlayStation® at an affordable price point. Users can also expand the storage capacity of the 12GB flash memory PS3 by connecting a dedicated HDD (250GB) to be released concurrently with the new model^{*5}. In addition, a variety of accessories will be

introduced by SCE to meet various kinds of needs from users including a vertical stand that offers more flexibility in how the new PS3 can be displayed^{*6}.

Since the launch of PS3 in November 2006, the number of BD-based titles has reached more than 3,300 titles and more than 4,100^{*7} downloadable PS3 games are available worldwide, thanks to support from a broad range of third party developers and publishers. In addition to this extensive software title line-up, exciting and attractive new titles are to be released from third party developers and publishers as well as SCE Worldwide Studios, including *BIOHAZARD 6* (CAPCOM CO., LTD), *Tales of Xillia 2*(NAMCO BANDAI Games Inc.), *Fist of the North Star: Ken's Rage 2* (TECMO KOEI GAMES CO.,LTD), *RYU-GA-GOTOKU 5*(SEGA Corporation), *PlayStation® All-Stars Battle Royale*, *LittleBigPlanet Karting*, *God of War: Ascension* (Sony Computer Entertainment), and more.

SCE will further accelerate the expansion of the PS3 platform which is in the 7th year of its lifecycle, by continually releasing a vast library of exciting and attractive software titles and offering users a choice from a variety of hardware models.

- *1 The new PS3 in classic white will become available in Japan from November. Other regions and countries will follow this
- *2 Only PS3 system bundled with software title will become available.
- *3 Prices will vary by country across Europe.
- *4 PS3 with flash memory 12GB will be sold in Europe and Hong Kong
- *5 When using dedicated HDD, flash memory cannot be used as inner storage
- *6 Users will need to use the separately sold "Vertical Stand" to set the new PS3 in vertical position.
- *7 Includes PS one® classics and free of charge content (downloadable demos).

Product Outline

PlayStation®3 (CECH-4000 series)

Product name	PlayStation®3
Release date	North America: September 25 th , 2012(HDD 250GB) October 30 th , 2012(HDD 500GB) Europe: September 28 th , 2012 (HDD 500GB) October 12 th , 2012 (Flash Memory 12GB) Japan: October 4 th , 2012
Recommended Retail Price	HDD 500GB model: \$299/ €299/ 29980 yen (including tax) HDD 250GB model: \$269 (bundle only) ^{*1} /24980 yen (including tax) Flash memory 12GB model: €29
Product code	CECH-4000series (Charcoal Black / Classic White)
CPU	Cell Broadband Engine™
GPU	RSX®

Audio output		LPCM 7.1ch, Dolby Digital, Dolby Digital Plus, Dolby TrueHD, DTS, DTS-HD, AAC.
Memory		256MB XDR Main RAM, 256MB GDDR3 VRAM
Storage size		CECH-4000A : Flash Memory 12GB CECH-4000B : HDD 250 GB CECH-4000B : HDD 500GB ^{*2}
Inputs/ Outputs ^{*3}	Hi-Speed USB (USB 2.0)	2
Networking		Ethernet (10BASE-T, 100BASE-TX, 1000BASE-T) × 1
		IEEE 802.11 b/g
		Bluetooth® 2.0 (EDR)
Controller		Wireless Controller (Bluetooth®)
AV output	Resolution	1080p, 1080i, 720p, 480p, 480i (for PAL 576p, 576i)
	HDMI OUT connector ^{*4}	1
	AV MULTI OUT connector	1
	Digital out (optical) connector	1
BD/DVD/CD drive (read only)	Maximum read rate	BD × 2 (BD-ROM) DVD × 8 (DVD-ROM) CD × 24 (CD-ROM)
Power		AC 220 – 240, 50/60Hz ^{*5}
Power consumption		Approx. 190W
External dimensions (excluding maximum projecting part)		Approx. 290 × 60 × 230 mm (width × height × length)
Mass		Approx. 2.1kg ^{*6}
Included ^{*7}		PlayStation®3 system × 1 Wireless Controller (DUALSHOCK®3) × 1 AC power cord × 1 AV cable × 1 USB cable × 1

*1 Only PS3 system bundled with software title will become available.

*2 Hard disk capacity calculated using base 10 mathematics (1 GB = 1,000,000,000 bytes). System software versions 1.10 and later calculate capacity using binary mathematics (1 GB = 1,073,741,824 bytes), which will display lower capacity and free space. A portion of hard disk capacity is reserved for system administration, which varies depending upon system software version, and is not available for use.

*3 Usability of all connected devices is not guaranteed.

*4 "Deep Colour" and "x.v.Colour (xvYCC)" defined by HDMI ver.1.3a are supported.

*5 Power changes depending on countries or regions.

*6 PS3 with flash memory 12GB weights approximately 2.0kg

*7 For certain regions, Euro-AV cable will be included.

Note: This product is not compatible with PlayStation®2 games.

Vertical Stand (CECH-ZST1J)

Product name	Vertical Stand
Release Date	North America: September 25 th , 2012
	Europe: September 28 th , 2012
	Japan: October 4 th , 2012

Recommended Retail Price	North America \$14.99 Europe €4.99 Japan 1,800yen (including tax)
Product code	CECH-ZST1
Included	Vertical Stand (CECH-ZST1) × 1
External dimension	Approx. 120 mm x 17.5 mm (diameter × height (thickest part))
Mass	Approx. 200g
Supports	CECH-4000 series

* The “Vertical Stand” is for the new PS3 system (CECH-4000 series) and cannot be used on the current model.

Dedicated HDD(250GB) for PlayStation®3 (with attachment) (CECH-ZHD1)

Product name	Dedicated HDD(250GB) for PlayStation®3 (with attachment)
Release date	October 12 th , 2012
Recommended Retail Price	€9.99
Product code	CECH-ZHD1
Included	HDD 250GB (CECH-ZS1) × 1 Mounting Bracket
External dimension	Approx. 75 mm x 27 mm x 103 mm (width × height × length)
Mass	Approx. 136g
Supports	CECH-4000A

* The “Dedicated HDD(250GB) for PlayStation®3 ” is for the new PS3 system (CECH-4000A) and cannot be used on the other models.

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, develop and markets the PlayStation®2 (PS2®) computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system, the PlayStation®3 (PS3®) computer entertainment system and the PlayStation®Vita (PS Vita) portable entertainment system. SCEI has revolutionized home entertainment since they launched PlayStation in 1994. PS2® 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 powerful Cell Broadband Engine and RSX processors. PS Vita is an ultimate portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity within a real world context. SCEI also delivers the PlayStation® experience to open operating systems through PlayStation®Mobile, a cross device platform. Headquartered in Tokyo, Japan, SCEI, along with its affiliated companies, Sony Computer Entertainment America LLC., and Sony Computer Entertainment Europe Ltd., and its division companies, Sony Computer Entertainment Japan and Sony Computer Entertainment Asia develops, publishes, markets and distributes hardware and software, and manages the third party licensing programs for these platforms in the respective markets worldwide

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