



## **COLLADA™ APPROVED BY KHRONOS GROUP AS OPEN STANDARD**

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**Tokyo, July 29 2005** – Sony Computer Entertainment Inc. (SCEI) announced today that COLLADA™ (COLLABorative Design Activity), a common data format for content developers, had been approved by The Khronos™ Group (Khronos Group), as an open standard for the interactive entertainment industry.

COLLADA is an XML based file format for interchange of digital assets within the interactive 3D graphics industry, originally created by SCEI to address a critical need for content creators to work freely with their data across many tools and platforms. COLLADA has been supported by and elaborated through the cooperation with major Tools & Middleware Licensee partners who share a common vision.

Khronos Group is a member-funded industry consortium focused on the creation of open standard, royalty-free APIs such as OpenGL® ES to enable the authoring and playback of dynamic media on a wide variety of platforms and devices.

Approved by the Khronos Group as a complementary and necessary addition to their existing family of open standards, COLLADA will be recognized as common data format not only for games but also for wider field of cutting edge graphics creation such as movies and computer graphics.

SCE is committed to supporting and developing COLLADA within the Khronos group and aims to further enhance the development environment and tools that the company provides to the creative community for developing new computer entertainment content.

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### **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 and the PlayStation®Portable (PSP®) handheld entertainment 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 new portable entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc., 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, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

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