



**“SLIMMER AND LIGHTER”
NEW PSP® (PLAYSTATION®PORTABLE) COMES IN SIX COLOR
VARIATIONS TO THE JAPANESE MARKET**

*New PSP To Hit The Japanese Market at 19,800 Yen on September 20th, 2007
With New Accessories Including “ 1 Seg” Tuner*

Tokyo, July 17, 2007 – Sony Computer Entertainment Inc. (SCEI) today announced that it would launch new slimmer and lighter PSP® (PlayStation®Portable) handheld entertainment system (PSP-2000) in Japan on September 20th, 2007 at a recommended retail price of 19,800 yen including tax. In conjunction with this news, the company also announced that from July 18th, it also introduces open pricing for the current PSP system (PSP-1000) which is currently available at a recommended retail price of 20,790 yen including tax.

New PSP will come in 6 different colors in the Japanese market; three basic colors of “Piano Black”, “Ceramic White”, “Ice Silver” as well as three pearlised light colors under “*Blume series*”, of “Rose Pink”, “Lavender Purple” and “Felicia Blue”.

Accommodating to users’ heavy demand, much anticipated “ 1 Seg” tuner will also become available specifically for new PSP (PSP-2000) at a recommended retail price of 6,980 yen including tax, only for the Japanese market, enabling PSP users to view terrestrial digital broadcasting anytime anywhere on its large 4.3 inch wide high resolution LCD screen.

Along with the introduction of new PSP, “AV cable” (RRP 2,200 yen), “S VIDEO cable” (RRP 2,200 yen), “D Terminal AV cable” (RRP 2,800 yen), and “Component AV cable” (RRP 2,800 yen) for newly equipped video-out port^(*1), and slimmer and lighter “Headphones with Remote Control” (RRP 2,800 yen) will also become available in the Japanese market on September 13th, 2007 for new PSP.

On the software front, innovative and exciting new titles are expected to be released toward the year-end holiday season. Numerous third-party titles will be available including “ProAtlas travelguide” (edia co.,ltd.), “WANGAN MIDNIGHT Portable” (Genki

Co.,Ltd.), “METAL GEAR SOLID PORTABLE OPS +” (Konami Digital Entertainment Co., Ltd.), and “CRISIS CORE -FINAL FANTASY VII-” (SQUARE ENIX CO., LTD.) as well as key upcoming first-party titles such as “WILD ARMS XF” and “REZEL CROSS”.

SCEI will continue to expand the PSP platform and create a new world of computer entertainment with new PSP, new accessories, and attractive game software titles.

(*1) Progressive TV and PSP specific cable (D Terminal AV cable or Component AV cable) are necessary to output game software titles for PSP.

PSP®(PlayStation®Portable) (PSP-2000) Product Overview

Product Name	PSP® (PlayStation®Portable)		
Color Name	Piano Black	Ceramic White	Ice Silver
Product Code	PSP-2000 PB	PSP-2000CW	PSP-2000 IS
Recommended Retail Price	19,800 yen (including tax)		
Launch date	September 20 th , 2007		
Supplied Accessories	AC adaptor ×1 Battery pack (1200mAh) ×1		

◆Blume series

Product Name	PSP® (PlayStation®Portable)		
Color Name	Rose Pink	Lavender Purple	Felicia Blue
Product Code	PSP-2000 RP	PSP-2000 LP	PSP-2000 FB
Recommended Retail Price	19,800 yen (including tax)		
Launch date	September 20 th , 2007		
Supplied Accessories	AC adaptor ×1 Battery pack (1200mAh) ×1		

"1 Seg" Tuner Product Overview

Product Name	"1 Seg" tuner
Product Code	PSP-S310
Launch date	September 20 th , 2007
Recommended Retail Price	6,980 yen (including tax)
Hardware Specifications	External Dimensions: Approx. 55 x 31.8 x 14.2 mm Weight: Approx. 17g Supplied accessories: case Interface: USB Supported Broadcast system: ISDB-T(1Seg) Supported Area: Japan
Software Specifications	TV watching Caption Channel Settings TV program listing

- ※ There might be minimal or no reception of signals inside or near buildings, in the mountains, etc.
- ※ Memory Stick Duo™ is necessary to view terrestrial digital broadcasting on PSP.

Cables Product Overview

Product Name	AV cable	S VIDEO cable	D Terminal AV cable	Component AV cable
Product Code	PSP- S150	PSP- S160	PSP- S170	PSP-S180
Game Output ※1)	×	×	○※2)	○
Recommended Retail Price	2,200yen including tax	2,200yen including tax	2,800yen including tax	2,800yen including tax
Launch date	September 13 th , 2007			

- ※1 Progressive TV and PSP specific cable (D Terminal AV cable or Component AV cable) are necessary to output game software titles for PSP
- ※2 D1 terminal is not supported.

Headphones with Remote Control Product Overview

Product Name	Headphones with Remote Control
Product Code	PSP-S140
Recommended Retail Price	2,800 yen including tax
Launch date	September 13 th , 2007

- ※ Specifications are subject to change without notice.
- ※ Above peripherals are specifically for PSP-2000 only. PSP-1000 is not supported.

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, the PSP® (PlayStation®Portable) handheld entertainment system and the PLAYSTATION®3 (PS3®) 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 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 state-of-the-art Cell processor with super computer like power. 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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