

# Sony Computer Entertainment Asia

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## SONY COMPUTER ENTERTAINMENT ASIA STARTS ITS PLAYSTATION® BUSINESS IN REPUBLIC OF INDONESIA

New Slimmer & Lighter PlayStation®3 and PSP® (PlayStation®Portable) (PSP-3006) and PSP® (PlayStation®Portable)go (PSP-N1006) First Hit to Indonesian Market on 1st of October 2009

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**Jakarta, Republic of Indonesia, October 1, 2009** – Sony Computer Entertainment Asia (SCE Asia) today announced that the company will initiate the PlayStation® business in Republic of Indonesia on October 1, 2009, making the world's popular computer entertainment systems and services available to the PlayStation fans and consumers in the country. Indonesia will be the 7th country in the SCE Asia territories.

Along with the initiation of the PlayStation business in Indonesia, SCE Asia will introduce to the market, the new PlayStation®3 (PS3™) (CECH-2006A) computer entertainment system featuring an extremely streamlined form factor with a 120GB Hard Disk Drive, PSP® (PlayStation®Portable) (PSP-3006) handheld entertainment system in 7 colors, a wide selection to choose from to match the user's lifestyle and preference, as well as a new evolution of the PSP system, PSP® (PlayStation®Portable) go (PSP-N1006). The new PS3, PSP and PSPgo will become available in stores from 1st of October, 2009, at very attractive suggested retail prices of 4,499,000rb, 2,599,000rb and 3,599,000rb respectively (including tax). With the launch of the PlayStation platforms, users in Indonesia will be able to enjoy a wide variety of entertainment content including games, music, photos and movies as well as services through PlayStation®Network on the favorite entertainment systems.

**The new PS3's** storage size is 120GB which allows users to store various content and services available through PlayStation Network. PlayStation Network offers more than 2,500 pieces of digital content, ranging from game titles, trailers, and demos via PlayStation®Store<sup>\*1</sup>. PlayStation Network members can also enjoy video-chat by connecting with USB camera<sup>\*2</sup>, as well as Life with PlayStation®, which offers users various news and information on a TV monitor in the living room by connecting PS3 to the network.

**PSP® (PSP-3006)** has been gaining enthusiastic support from users worldwide. Offering

the highest-level contrast ratio, response time, and wider color gamut possible on a portable LCD screen, the new PSP is capable of displaying movies and photos in more natural and vibrant colors on its high resolution 4.3 inch wide screen. The new LCD screen adopts an anti-reflection technology, which enables users to see the screen more clearly in well-lit places, even when used outdoors. PSP-3006 will be available in 7 colours, namely Piano Black, Pearl White, Mystic Silver, “CARNIVAL COLOURS” Series – Radiant Red, Vibrant Blue, Spirited Green and Bright Yellow.

**PSP® go** replaces the UMD drive<sup>\*3</sup> with 16GB of flash memory to store a variety of digital entertainment content, offering users unlimited possibilities of portable digital entertainment delivered through PlayStation Network. PSPgo, smaller and lighter than ever with a sophisticated design featuring an easy sliding display panel, is truly pocket-sized and can be taken everywhere. PSPgo will be available in Piano Black and Pearl White, two of the most popular colors since the launch of the PSP system. More and more new and attractive titles will become available for download from PlayStation Store as well as on UMD for PSP-3006. This broad content offering across all genres includes free-demos, PS one® classics for PSP, add-on items for game titles, trailers and new games. Besides, a new section “**minis**”<sup>\*4</sup> will be available on PlayStation Store, offering a variety of small yet mighty downloadable games to users.

In addition to accessing PlayStation Store directly from PSP using the built-in wireless LAN (Wi-Fi) feature or through PS3, users will also be able to access and download a variety of entertainment content via their PCs using **Media Go**<sup>\*5</sup>, a new software application. This easy to use software application will be available on a CD-ROM bundled with PSPgo. In conjunction with the launch of the PSP systems in Indonesia, a new music application specific to PSP that uses the “**SensMe™ channels**”<sup>\*6</sup> music recommendation feature, developed by Sony, also becomes available for download on the PSP systems.

In order to enable users to enjoy games and videos anytime, anywhere, there is a strong peripheral line-up for PSPgo. One of the products within PSPgo’s peripheral line-up is an Accessory Pack (PSPAS-10000G/GW), which includes a pouch, a hand strap and a display protect film. Also included in the peripheral line-up are AC Adaptor (PSP-N100G), Component AV Cable (PSP-N180), In-Ear Headset (98581AS), Traveler Case (98585AS), Soft Carrying Case (98586AS) and a new Cradle (PSP-N340G) which enables users to charge the PSPgo battery and also enjoy watching video and listening to music. All these peripheral items will be available in stores in October 2009.

Along with a vast line-up of attractive and exciting entertainment content with the new PS3 system, PSPgo and PSP, SCE Asia will continue to further expand the PlayStation platforms and create a new world of computer entertainment in Asian countries and regions.


Please visit <http://asia.playstation.com/id/en> for more details.

- \*1 Number as of end July 2009 for Asian region
- \*2 USB Camera is not included in PS3 console package, and it is sold separately.
- \*3 Content on UMD cannot be played back on PSPgo.
- \*4 “minis” will become available on October 2<sup>nd</sup>, 2009, in Asian regions.
- \*5 Media Go also supports PSP-1006/2006/3006. For those PSP users, the software is available for download from PlayStation Store official site ([http://www.sonycreativesoftware.com/products/mediago/default\\_enu.asp](http://www.sonycreativesoftware.com/products/mediago/default_enu.asp)).
- \*6 SensMe channels also support PSP-1006/2006/3006. Details will be announced at a later timing.

**About Sony Computer Entertainment Asia:**

Sony Computer Entertainment Asia is a subsidiary of Sony Computer Entertainment Inc. responsible for sales and marketing activities of PlayStation® products in Hong Kong, Taiwan, Thailand, Singapore, South Korea and Malaysia.

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