



FOR IMMEDIATE RELEASE

**PLAYSTATION®MOVE MOTION CONTROLLER
TO HIT WORLDWIDE MARKET STARTING THIS SEPTEMBER**
*Bundle Packs, Attractive Software Titles and Peripheral to Accompany the Launch,
Further Enhancing the PlayStation®Move Experience*

Tokyo, June 16, 2010 – Sony Computer Entertainment (SCE) today announced that it will release PlayStation®Move motion controller^{*1} for the PlayStation®3 (PS3™) system on September 15, 2010 in Europe/PAL territories and in Asian countries/regions^{*2} at a recommended retail price (RRP) of €39.99. It will also become available in North America on September 19 at a RRP of \$49.99 and in Japan on October 21 at a RRP of 3,980 yen (including tax). PlayStation®Move navigation controller, one-handed controller to be used along with the motion controller for intuitive navigation of in-game characters and objects, will also become available on the same day in each region at a RRP of €29.99, US\$29.99 and 2,980 yen (including tax), respectively.

Sony Computer Entertainment Europe will release a PlayStation Move Starter Pack for €59.99 (RRP), comprising a PlayStation Move motion controller, PlayStation®Eye camera and PlayStation Move starter disc, including demos of many of the Move games available at launch and beyond. The PlayStation Eye camera will also be sold separately for €29.99 (RRP).

On the software front, SCE Worldwide Studios will release more than 20 titles that are either dedicated to or supported with the PlayStation Move platform in fiscal year 2010 ending March 2011. Exciting and innovative software titles available in the launch window will include; *Resident Evil 5 Gold Edition* by CAPCOM Co., Ltd., *Time Crises: Razing Storm* by Bandai Namco Games Inc., *Tiger Woods PGA® Tour 11* by Electronic Arts Ltd, *Lord of the Rings: Aragorn's Quest* by WB Games Inc, *EyePet*, *Sports Champions*, *Kung Fu Rider* by SCE and many more^{*3}. SCE, with support from third party developers and publishers, will

continue to further enhance the software title line-up to offer high-definition motion-based gaming experience only available on the PS3 platform.

Furthermore, SCE also announced today the release of two PlayStation Move controller peripherals, “PlayStation Move®Charging Station” and “PlayStation®Move shooting attachment,” that will help further enhancing the PlayStation Move experience.

- PlayStation Move charging station

By utilizing the “charging station,” users will be able to charge up to two PlayStation Move controllers, motion controller or the navigation controller, at once without having to connect them to the PS3 system. The “charging station” will become available concurrently with the motion controller launch in each region at a RRP of €29.99, US\$29.99 and 2,480 yen (including tax), respectively.

- PlayStation Move shooting attachment

The “shooting attachment,” designed to place the PlayStation Move motion controller horizontally, will allow players to hold the motion controller as if they are holding a gun and to easily aim at an in-game target. The trigger on the attachment is interlocked with the motion controller T button and will enable users to intuitively play the game, not only limited to shooting games but also on games that may require precise button input and control. It will deliver immersive gameplay and will work perfectly with software titles like *The Shoot!*^{*3} by SCE and *Time Crises: Razing Storm* by Bandai Namco Games Inc. which is expected to support the attachment. The “shooting attachment” will become available starting this fall in each region at a RRP of €14.99, US\$19.99 and 1,480 yen (including tax), respectively.

Through the introduction of PlayStation Move controllers, attractive software line-ups and peripherals, SCE will continue to further expand the PS3 platform and create a new world of computer entertainment that is only possible on PlayStation.

*1 Users will need to use the PlayStation Eye camera to enjoy PlayStation Move motion controller on PS3.

3-3-3-3 PlayStation®Move Motion Controller to Hit Worldwide Market Starting This September

*2 Pricing of the motion controller in Asian countries/regions is equivalent to US\$39.99. Pricing of the navigation controller is equivalent to US\$29.99. The pricing will vary by countries or regions.

*3 Title line-up and release date will differ by each region. Please refer to the separately attached software line-up list for further details.

Product Outline

PlayStation®Move motion controller

Product name	PlayStation®Move motion controller
Product code	CECH-ZCM1
Release date	Europe/PAL territories and Asian countries/regions: Sept. 15, 2010, North America: Sept. 19, 2010, Japan: Oct. 21, 2010
Recommended retail price	€39.99, US\$49.99, 3,980 yen (including tax)
Color	Black
Mass	Approx. 145 g
External dimension	Approx. 200mm × 46mm (height × diameter)
Battery type	Built-in, rechargeable lithium-ion battery
Voltage	DC 3.7 V
Operating temperature	5°C~35°C
Included	Strap

PlayStation®Move navigation controller

Product name	PlayStation®Move navigation controller
Product code	CECH-ZCS1
Release date	Europe/PAL territories and Asian countries/regions: Sept. 15, 2010, North America: Sept. 19, 2010, Japan: Oct. 21, 2010
Recommended retail price	€29.99, US\$29.99, 2,980 yen (including tax)
Color	Black
Mass	Approx. 95 g
External dimension	Approx. 138mm × 42mm (height × diameter)
Battery type	Built-in, rechargeable lithium-ion batter
Voltage	DC 3.7 V
Operating temperature	5°C~35°C

PlayStation®Move charging station

Product name	PlayStation®Move charging station
Product code	CECH-ZCC1
Release date	Europe/PAL territories and Asian countries/regions: starting Sept. 15, 2010, North America: starting Sept. 19, 2010, Japan: Oct. 21, 2010
Recommended retail price	€29.99, US\$29.99, 2480 yen (including tax)
Mass	Approx. 190 g
External dimension	Approx. 160mm × 90mm × 34mm (width × height × length)
Included	AC Adaptor × 1 AC Cable × 1

PlayStation®Move shooting attachment

Product name	PlayStation®Move shooting attachment
Product code	CECH-ZGA1
Release date	Fall 2010
Recommended retail price	€14.99, US\$19.99 and 1,480 yen (including tax)
Mass	Approx. 150 g
External dimension	Approx. 167mm × 145mm × 55mm (width × height × length)

PlayStation®Eye

Product name	PlayStation®Eye
Recommended retail price	€29.99 ^{*4} , US\$39.99 and 2,980 yen (including tax)
Mass	Approx. 173 g
External dimension	Approx. 84 × 67 × 57 mm (width × height × length)
Power consumption	5v, Maximum of 500mA
Operating temperature	5°C~35°C
Connector	USB 2.0
Cable length	Approx. 2m
Video capture ^{*5}	Maximum of 640 x 480 pixel
Frame rate ^{*5}	640 x 480 at 60 frames/ second 320 x 240 at 120 frames/ second
Lens head	2.1 F-stop, <1% distortion, fixed focus
Range of distance	25cm - ∞ (in wide angle view)
Field of view	56° (standard view) - 75° (wide angle view) FOV zoom lens
Sound recognition	Built-in 4 microphone array

*4 New pricing for Europe/PAL territories will go effective concurrently with the launch of the motion controller.

*5 Video capture and frame rate will differ according to the software used.

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 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 LLC., 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, SCEI is an independent business unit of the Sony Group.

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PlayStation®Move Titles Expected to be Released in the Launch Window in Europe/PAL Territories

As of June 15th 2010
(in alphabetic order of publishers)

Publisher	Title Name	Genre
Beatshapers	Project LAB	Sports
Beatshapers	StarDrone	Arcade
Bigben Interactive	My Body Coach	Sports/Fitness
Bigben Interactive	Hunting Challenge	Sports
Bigben Interactive	Petanque Master	Sports
Big Ant Studios	Soaked	Family Entertainment
Capcom	Resident Evil 5	Action/Horror
Complete IT	Ignite	Racing
DoubleSix	Burn Zombie Burn	Acrade/Shooter
Disney	Toy Story 3	Platform
Halfbrick Studios	Fruit Ninja	Puzzle
Electronic Arts	Tiger Woods PGA® Tour 11	Sports/Golf
Firemint	Flight Control	Strategy
Lago SRL	Get Fit with Mel B	Sports/Fitness
Namco Bandai	Razing Storm	Shooter
OG International	John Daly's ProStroke Golf	Sports/Golf
OG International	PDC World Championship Darts: Pro Tour	Sports/Darts
Sony Computer Entertainment Inc.	Sports Champions	Sports
Sony Computer Entertainment Inc.	EyePet: Move Edition	Family Entertainment
Sony Computer Entertainment Inc.	Kung Fu Rider	Action
Sony Computer Entertainment Inc.	Beat Sketcher	Family Entertainment
Sony Computer Entertainment Inc.	Start the Party!	Family Entertainment
Sony Computer Entertainment Inc.	Echochrome 2	Puzzle
Sony Computer Entertainment Inc.	Tumble	Puzzle
Sony Computer Entertainment Inc.	The Shoot	Acrade/Shooter
Sony Computer Entertainment Inc.	SOCOM Special Ops	Shooter
Sony Computer Entertainment Inc.	TV Superstars	Family Entertainment
Sony Computer Entertainment Inc.	The Fight	Sports
Sony Computer Entertainment Inc.	Heavy Rain	Interactive Thriller
Sony Computer Entertainment Inc.	Heroes on the Move	Adventure
Ubisoft	R.U.S.E	Strategy
Ubisoft	Racket Sports / Racquet Sports R.U.S.E	Sports
WB Games Inc.	Lord of the Rings: Aragorn's Quest	Action/Combat
Zen Studios	Planet Minigolf	Sports/Golf