



**For Immediate Release**

## **PLAYSTATION®VITA LAUNCHES FROM 22 FEBRUARY 2012 IN EUROPE**

The Ultimate in Handheld Entertainment, PS Vita Launches  
Simultaneously in Europe, Africa, the Middle East, Australasia and North America  
from 22<sup>nd</sup> February

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**London, October 19, 2011** – Sony Computer Entertainment Europe (SCEE) today announced that PlayStation®Vita (PS Vita) will launch throughout Europe, Africa, the Middle East and Australasia from 22<sup>nd</sup> February, 2012. Available from €249.99 (RRP) for the Wi-Fi model and €299.99 (RRP) for the 3G/Wi-Fi model, PS Vita will offer uncompromised portable gaming experiences, anytime, and anywhere.

“PlayStation Vita is an incredible device that offers the best possible portable gaming experiences. Its revolutionary mix of features combined with social connectivity, delivers a platform for gamers to play games in a whole new way and to connect with their friends and the world around them” said Jim Ryan, President and CEO, SCEE. “We’re very excited to launch a portable gaming device that goes beyond anything available on the market and is positioned to deliver the uncompromised gaming experiences consumers have been asking for.”

Leveraging PlayStation’s legacy of delivering deep and immersive gaming experiences, the PS Vita system will bring to consumers new ways to play through a unique feature set such as a stunning OLED front touch screen and rear touch pad, dual analog sticks, motion sensors, and dual cameras. With more than 80 games currently in production from first and third party studios including “LittleBigPlanet,” “Wipeout 2048,” “Resistance: Burning Skies™,” “Uncharted Golden Abyss™,” Ubisoft’s “Assassin’s Creed,” EA Sports’ “FIFA”, Activision’s ‘Call of Duty’, and many more, the PS Vita is poised to deliver gameplay experiences unmatched by any handheld or mobile device on the market.

In addition, with both 3G and Wi-Fi support, PS Vita will draw consumers deeper into the gameplay experience and enable them to connect and play with the world around them,

including their friends and other PS Vita owners through native PS Vita applications – near, and Party. A variety of social networking and communications services such as Facebook, foursquare, Skype™, and Twitter will also be available on PS Vita.

## **Product Outline**

### **PlayStation Vita 3G/Wi-Fi Model Crystal Black**

|              |   |
|--------------|---|
| Product name | PlayStation Vita 3G/Wi-Fi Model Crystal Black   |
| Product code | <ul style="list-style-type: none"> <li>• PCH-1102 (Australia/New Zealand)</li> <li>• PCH-1103 (UK, and Ireland)</li> <li>• PCH-1104 (Europe/Eastern Europe)</li> <li>• PCH-1108 (Russia)</li> </ul> |
| Release date | February 22, 2012   |
| MSRP         | €299.99   |
| Included     | <ul style="list-style-type: none"> <li>• PlayStation Vita 3G/Wi-Fi model x1</li> <li>• USB cable x1</li> <li>• AC adaptor x1</li> <li>• Power cord x1</li> <li>• Printed materials x1</li> </ul>    |

### **PlayStation Vita Wi-Fi Model Crystal Black**

|              |   |
|--------------|---|
| Product name | PlayStation Vita Wi-Fi Model Crystal Black  |
| Product code | <ul style="list-style-type: none"> <li>• PCH-1002 (Australia/New Zealand)</li> <li>• PCH-1003 (UK, and Ireland)</li> <li>• PCH-1004 (Europe/Eastern Europe)</li> <li>• PCH-1008 (Russia)</li> </ul> |
| Release date | February 22, 2012   |
| MSRP         | €249.99   |
| Included     | <ul style="list-style-type: none"> <li>• PlayStation Vita Wi-Fi model x1</li> <li>• USB cable x1</li> <li>• AC adaptor x1</li> <li>• Power cord x1</li> <li>• Printed materials x1</li> </ul>       |

## **PlayStation Vita Product Specification**

|                       |   |
|-----------------------|---|
| Platform name         | PlayStation®Vita  |
| Model number          | PCH-1000 series   |
| CPU                   | ARM® Cortex™-A9 core (4 core)   |
| GPU                   | SGX543MP4+  |
| Main memory           | 512MB   |
| VRAM                  | 128MB   |
| External Dimensions   | Approx. 182.0 x 18.6 x 83.5mm (width x height x depth) (tentative, excludes largest projection)     |
| Weight                | Approx 279g (3G/Wi-Fi model)<br>Approx 260g (Wi-Fi model)   |
| Screen (Touch screen) | 5 inches (16:9), 960 x 544, Approx. 16 million colors, OLED<br>Multi touch screen (capacitive type) |
| Rear touch pad        | Multi touch pad (capacitive type)   |

|                                   |  |
|-----------------------------------|--|
| Cameras                           | Front camera, Rear camera<br>Frame rate : 120fps@320x240(QVGA), 60fps@640x480(VGA)<br>Resolution : Up to 640x480(VGA)  |
| Sound                             | Built-in stereo speakers<br>Built-in microphone  |
| Sensors                           | Six-axis motion sensing system (three-axis gyroscope, three-axis accelerometer), Threeaxis electronic compass  |
| Location                          | Built-in GPS (3G/Wi-Fi model only)<br>Wi-Fi location service support   |
| Keys / Switches                   | PS button<br>Power button<br>Directional buttons (Up/Down/Right/Left)<br>Action buttons (Triangle, Circle, Cross, Square)<br>Shoulder buttons (Right/Left)<br>Right stick, Left stick<br>START button, SELECT button<br>Volume buttons (+/-) |
| Wireless communications           | Mobile network connectivity (3G/Wi-Fi model only)<br>3G modem (data communication): HSDPA/HSUPA, GSM/GPRS/EDGE<br><br>IEEE 802.11b/g/n (n = 1x1)(Wi-Fi) (Infrastructure mode/Ad-hoc mode)<br>Bluetooth® 2.1+EDR (A2DP/AVRCP/HSP)             |
| Slots/Ports                       | PlayStation®Vita card slot<br>Memory card slot<br>SIM card slot (3G/Wi-Fi model only)<br>Multi-use port (for USB data communication, DC IN, Audio [Stereo Out / Mono In],  |
| Power                             | Built-In Lithium-ion Battery: DC3.7V 2210mAh<br>AC adaptor: DC 5V  |
| Operating environment temperature | 5°C~35°C   |
| Supported AV content format       | Music<br>– MP3 MPEG-1/2 Audio Layer 3, MP4 (MPEG-4 AAC), WAVE (Linear PCM)<br>Videos<br>– MPEG-4 Simple Profile (AAC), H.264/MPEG-4 AVC High/Main/Baseline Profile (AAC)<br>Photos<br>– JPEG (Exif 2.2.1), TIFF, BMP, GIF, PNG               |

***For specific country details, please contact your local PR Manager***

#### **About Sony Computer Entertainment Europe Ltd**

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PlayStation®3, PlayStation®2, PSP™ (PlayStation®Portable) and PlayStation®Network software and hardware in 109 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories.

More information about PlayStation products can be found at [www.playstation.com](http://www.playstation.com).

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