



**SONY COMPUTER ENTERTAINMENT ANNOUNCES
“PLAYSTATION™NOW”, A NEW STREAMING GAME SERVICE THAT
LEVERAGES CLOUD-BASED TECHNOLOGY;
TO BE AVAILABLE IN THE UNITED STATES THIS SUMMER**

Tokyo, January 8, 2014 – Sony Computer Entertainment Inc. (SCE) today announced that “PlayStation™Now” (PS Now), the company’s streaming game service that leverages cloud-based technology, will become officially available in the United States this summer. PS Now will deliver a variety of popular PlayStation®3 (PS3™) game titles*¹ first on PlayStation®4 (PS4™) and PS3 systems, followed by the PlayStation®Vita (PS Vita) system.

In addition to PlayStation platforms, most 2014 U.S. models of Sony’s BRAVIA® TV*² lineup will support PS Now. Eventually the service will expand beyond PlayStation platforms and Sony devices, allowing users to stream PlayStation games on numerous other Internet-connected devices.

SCE’s vision for PS Now is to enable users to instantly enjoy a wide range of full games on the Internet-connected consumer electronics devices they use every day. The accessibility of PS Now means, for example, that PS4 users in the living room can continue playing a game on a PS3 system in their bedroom. Or PS Vita users can enjoy instant access to a game wherever there’s Wi-Fi connectivity, such as outdoors, then can switch to a supporting BRAVIA® TV’s big screen and play the same game after arriving home.

PS Now will offer choice to gamers with how they want to access content. Gamers can rent by title for specific games they are interested in, or they can choose a subscription that delivers additional value with the ability to explore and play many games available across a

wide variety of genres. In addition, the service will support many popular PSNSM features such as online multi-player, Trophies, and messages.

“We are thrilled to deliver entertainment experiences only possible from PlayStation through our new streaming game service,” said Andrew House, President and Group CEO of Sony Computer Entertainment Inc. “PS Now will allow users to engage in the world of PlayStation, whether they’re existing fans or have never owned a PlayStation platform.”

During the 2014 International CES held in Las Vegas from January 7, attendees can visit the Sony booth to have a hands-on experience with the PS Now service for the first time ever. Attendees can enjoy 4 blockbuster PS3 titles, *BEYOND: Two Souls*, *God of War: Ascension*, *The Last of Us* and *Puppeteer* from SCE Worldwide Studios, on PS Vita or BRAVIA® TV.

Prior to the official launch, SCE will begin a beta program on PS3 systems in certain regions of the United States from the end of January. Additional information about PS Now will be available at <http://us.playstation.com/playstationnow>.

SCE will continue to create and expand a new world of entertainment only available on PlayStation through the introduction of innovative technologies and services that deliver amazing experiences.

< PlayStation™Now Logo >



*1 Details of supported titles will be announced when ready.

*2 Among the 9 U.S. models launching in 2014, 1 model (KDL-R400B) will not support this service.

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About Sony Computer Entertainment Inc.

Recognized as a global leader and company responsible for the progression of consumer-based computer entertainment, Sony Computer Entertainment Inc. (SCEI) manufactures, distributes, develops and markets the PSP® (PlayStation®Portable) handheld entertainment system, the PlayStation®3 (PS3™) computer entertainment system, the PlayStation®Vita (PS Vita) portable entertainment system and the PlayStation®4 computer entertainment system. SCEI has revolutionized home entertainment since it launched PlayStation® in 1994. PlayStation®2 further enhanced the PlayStation® legacy as the core of home networked entertainment. PSP broadens the entertainment experiences into the portable arena. PS3 is a computer entertainment system that incorporates the powerful Cell Broadband Engine and RSX processors. PS Vita is an ultimate portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity. PlayStation®4 redefines rich and immersive gameplay with powerful graphics and speed, intelligent personalization and deeply integrated social capabilities. PSNSM, that includes PlayStation®Store, delivers unparalleled online gaming experience to PlayStation users. SCEI also delivers the PlayStation experience to open operating systems through PlayStation®Mobile, a cross device platform. Headquartered in Tokyo, Japan, SCEI, along with its affiliated companies, Sony Computer Entertainment America LLC and Sony Computer Entertainment Europe Ltd., and its division company, Sony Computer Entertainment Japan Asia, develops, publishes, markets and distributes hardware and software, and manages the third party licensing programs for these platforms in their respective markets worldwide.

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