



FOR IMMEDIATE RELEASE

**SONY COMPUTER ENTERTAINMENT ANNOUNCES
“PLAYSTATION®VITA”
AS THE OFFICIAL NAME FOR NEXT GENERATION PORTABLE
ENTERTAINMENT SYSTEM**

Wi-Fi Model: 24,980 Yen (including tax), \$249 and €249
3G/Wi-Fi Model: 29,980 Yen (including tax), \$299 and €299

Realizes Unparalleled Interactive Network Entertainment

Tokyo, June 7, 2011 – Sony Computer Entertainment Inc. (SCE) today announced PlayStation®Vita (PS Vita) (PCH-1000 series) as the official platform name for the next generation portable entertainment system (codename: NGP). Wi-Fi model will be available for 24,980 yen (including tax) in Japan, \$249 in US and €249 in Europe, 3G/Wi-Fi model will be available for 29,980 yen (including tax) in Japan, \$299 in US and €299 in Europe and successively launch in global market starting the end of 2011.

“Vita”, which means “Life” in Latin, was chosen as the most appropriate name for the next generation portable entertainment system as it enables a revolutionary combination of rich gaming and social connectivity within a real world context. SCE is aiming to transform every aspect of user’s daily life into an entertainment experience.

PS Vita incorporates a beautiful 5-inch multi-touch organic light emitting diode (OLED) as the front display and a unique multi-touch pad on the rear. Together with the front touch screen and the rear touch pad, PS Vita offers new game play experiences never before seen on any device, allowing users to interact directly with games in three dimension-like motion, through “touch, grab, trace, push and pull” finger motions. Also PS Vita features two analog sticks which enable a wider range of game genres to be brought into the portable experience, such as shooters, action games, and fighting games. Exciting and attractive new titles*1 are scheduled to be released from SCE Worldwide Studios, including “GRAVITY

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DAZE", "Uncharted Golden Abyss", "Little Deviants", "Hot Shots Golf", "Reality Fighter", "Hustle Kings", "ModNation Racers", "Wipeout 2048" and "Super Stardust Delta," as well as from a broad range of third party game developers and publishers, which will deliver value only possible on PS Vita.

Also, by having both Wi-Fi and 3G network connectivity, together with various applications, PS Vita will enable infinite possibilities for users to “encounter,” “connect,” “discover,” “share” and “play” with friends wherever they are. On January 27, 2011, SCE announced the first PS Vita application, “near”, which will come pre-installed. It will let users discover what games PS Vita users in the vicinity are or were recently playing, as well as let users share their game information. "near" also enables location-based gaming features such as "gifting," in which a user can access virtual game-related items that other users are sharing, through checking in at geographic locations that others have also visited. The virtual items can include content unlocked from games, such as character costumes, weapons, and treasures. Sharing these items between users adds a unique dimension to the portable gaming experience on PS Vita while enhancing the social connectivity among the PS Vita community.

Additionally, PS Vita will come pre-installed with a newly developed application called “Party.” “Party” is an innovative application for a portable entertainment system which enables users to enjoy voice chat or text chat not only during online gaming, but also when users are playing different games or using different applications such as internet browser. Through “Party”, which offers a new form of social networking, and “near”, which enables users to share their game information with other users anywhere, anytime, users can dramatically expand the boundaries of interactive communication.

Also a tutorial application called “Welcome Park,” developed specifically to guide every user about PS Vita’s brand new user interface such as the front touch display and the multi-touch pad on the rear, will come pre-installed. By playing “Welcome Park”, users can easily become accustomed to the three dimension-like finger motions used on PS Vita.

SCE will vigorously promote PS Vita towards the launch as the next generation portable entertainment platform and work towards expanding the portable gaming market.*1 Some title names are tentative. Titles may differ by countries and regions.

< PlayStation®Vita Logo >



< PlayStation®Vita Product Outline >

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|-------------------------|---|
| Platform Name | PlayStation®Vita |
| Model number | PCH-1000 series |
| CPU | ARM® Cortex™-A9 core (4 core) |
| GPU | SGX543MP4+ |
| External Dimensions | Approx. 182.0 x 18.6 x 83.5mm (width x height x depth) (tentative, excludes largest projection) |
| Screen (Touch screen) | 5 inches (16:9), 960 x 544, Approx. 16 million colors, OLED Multi touch screen (capacitive type) |
| Rear touch pad | Multi touch pad (capacitive type) |
| Cameras | Front camera, Rear camera Frame rate : 120fps@320x240(QVGA), 60fps@640x480(VGA) Resolution : Up to 640x480(VGA) |
| Sound | Built-in stereo speakers Built-in microphone |
| Sensors | Six-axis motion sensing system (three-axis gyroscope, three-axis accelerometer), Three-axis electronic compass |
| Location | Built-in GPS (3G/Wi-Fi model only) Wi-Fi location service support |
| Keys / Switches | PS button Power button Directional buttons (Up/Down/Right/Left) Action buttons (Triangle, Circle, Cross, Square) Shoulder buttons (Right/Left) Right stick, Left stick START button, SELECT button Volume buttons (+/-) |
| Wireless communications | Mobile network connectivity (3G/Wi-Fi model only) IEEE 802.11b/g/n (n = 1x1)(Wi-Fi) (Infrastructure mode/Ad-hoc mode) Bluetooth® 2.1+EDR (A2DP/AVRCP/HSP) |
| Slots/Ports | PlayStation®Vita card slot Memory card slot SIM card slot (3G/Wi-Fi model only) Multi-use port (for USB data communication, DC IN, Audio [Stereo Out / Mono In], Serial data communication), Headset jack (Stereo mini jack) (for Audio [Stereo Out / Mono In]) Accessory port |
| Power | Built-In Lithium-ion Battery, AC adaptor |

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| Supported AV content format | Music – MP3 MPEG-1/2 Audio Layer 3, MP4 (MPEG-4 AAC)、WAVE (Linear PCM) Videos – MPEG-4 Simple Profile (AAC)、H.264/MPEG-4 AVC Hi/Main/Baseline Profile (AAC) Photos – JPEG (Exif 2.2.1), TIFF, BMP, GIF, PNG |
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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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List of Third Party Game Developers and Publishers

As of June 7th, 2011
(in alphabetical order of developer/publisher)

JAPAN

ACQUIRE Corp.
ALPHA UNIT CO.,LTD
ALVION Inc.
AQ INTERACTIVE INC.
AQUAPLUS Co.,Ltd
ARC SYSTEM WORKS Co.,Ltd.
ARIKA CO.,LTD.
ARTDINK CORPORATION
ASCII MEDIA WORKS Inc.
ASGARD Co.,Ltd.
Aspect Co.,Ltd.
BROCCOLI Co.,Ltd.
Capcom Co., Ltd.
CHUN SOFT CO., Ltd
Codemasters Software Company Limited
Crafts & Meister Co.,Ltd.
CyberConnect2 Co.,Ltd.
CYBERFRONT Corporation
D3 PUBLISHER Inc.
DIGITAL WORKS ENTERTAINMENT INC.
Dimps Corporation
dorasu corporation
Edia Co., Ltd.
ENTERBRAIN, INC.
FromSoftware, Inc.
Gameloft K.K.
GANBARION Co.,Ltd.
Genki Co.,Ltd.
Grasshopper Manufacture Inc.
GungHo Online Entertainment,Inc.
GUST CO.,LTD.
HAMSTER Corporation
HUNEX CO., LTD.
IDEA FACTORY CO., LTD.
Ignition Entertainment Ltd.
IMAGICA DIGITALSCAPE Co.,Ltd.
Index Corporation (Atlus)
IREM SOFTWARE ENGINEERING INC.

Jorudan Co.,Ltd.
KADOKAWA GAMES,LTD.
Kadokawa Shoten Publishing Co., Ltd.
KAGA CREATE CO., LTD
Konami Digital Entertainment Co., Ltd.
LEVEL-5 Inc.
MAGES. Inc. (5pb.)
Mainichi Communications Inc.
Marvelous Entertainment Inc.
media5 Corporation
NAMCO BANDAI Games Inc.
Nihon Falcom Corporation
Nippon Ichi Software, Inc.
NOWPRODUCTION, CO.,LTD
OaKs co.,L t d .
PAON CORPORATION
POLYGON MAGIC, INC.
PROTOTYPE CO.,LTD.
Q Entertainment Inc.
SAFARI GAMES., Ltd
SEGA CORPORATION
SilverStarJapan Co., Ltd.
SNK PLAYMORE CORPORATION
Sonic Powered co.,Ltd.
Spike Co.,Ltd
SQUARE ENIX Co., Ltd.
Starfish-SD Inc.
SUNCORPORATION
SystemPrisma Co.,Ltd.
SystemSoft Alpha Corp.
TECMO KOEI GAMES CO., LTD.
TGL
TOMY Company,Ltd.
TOSE CO., LTD.
tri-Ace Inc.
Ubisoft K.K.
Views Co.,Ltd.
YUKE'S Co., Ltd.

76 companies in total

NORTH AMERICA

Activision, Inc.
Capybara Games
“CCP”
Demiurge Studios
Electronic Arts
Epic Games Inc.
Far Sight Studios
Frima
High Voltage Software
Kung Fu Factory

Paramount Digital Entertainment
PopCap Games
Powerhead Games
Rockster Games
THQ
Trendy Entertainment
Ubisoft®
Warner Bros. Interactive Entertainment
2K Games
2K Sports

20 companies in total

EUROPE/PAL

Alawar
Allegorithmic, makers of Substance
Beatnik Games

Beatshpers
Blitz Games Studios
Broadsword Publishing Limited

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6-6-6 SCE Announces PlayStation®Vita as the official name for NGP

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| Catalyst Outsourcing “CCP” | Rebellion® |
| Climax Studios Ltd | Rockstar Games |
| Codemasters® | Rubicon Mobile |
| Codeplay | Sanuk Games |
| Electronic Arts | SEGA |
| Enigma Software Productions, SL | Sidhe Interactive |
| Eurocom Entertainment Software | Spinvector |
| Eutechnyx Ltd | Stainless Games Ltd |
| Exient | StormBASIC Games |
| Firelight Tech | Sumo Digital Ltd |
| Fresh3D | Tag Games |
| FUN labs | Take2 |
| Gameloft SA | The Game Atelier |
| Gameshastra | THQ |
| Home Entertainment Suppliers PTY Ltd | Tonika Games |
| Honeyslug | Trine Entertainment Ltd |
| Icon Games | Trinigy |
| Impromptu Software Ltd | Tru Blu Games |
| Just Add Water Ltd | Ubisoft Entertainment SA |
| Kuju Doublesix | Umbra |
| Lexis Numérique | VeeMee |
| Mobile Interactive Group Ltd | ZAPPAR |
| Namco Bandai | Zen Studios Ltd |
| NaturalMotion | 2K |
| Playerthree Ltd | 505 Games |

57 companies in total