

MEDIA INFORMATION

For Immediate Release

PlayStation® brings you the ultimate entertainment gift ideas this festive season

For the Family

PlayStation®3 (PS3™) - the ultimate entertainment hub for your home!



The game is just the start of the experience with PlayStation®3 (PS3™) this festive season which packs TV, music, movies and games entertainment into one sleek package. The all encompassing entertainment hub from PlayStation, features one of the most awarded Blu-ray players on the market, when connected online now brings you entertainment on demand from movies, music videos, catch-up TV and so much more in one device.

Whether it's enjoying thousands of music videos streamed on demand with VidZone, or singing and dancing with SingStar, there is something for everyone with PS3. The entertainment hub is also future-proof via regular system software upgrades. It's the first stereoscopic 3D-ready gaming system available and now it offers 3D Blu-ray movie playback*, which means you don't have to worry about buying multiple new gadgets for all those 3D enthusiasts in the family!

Available now RRP: \$499.95 (160GB), \$599.95 (320GB)

Get moving this Christmas with the new PlayStation®Move

Keep the family active and entertained during the holidays with the new PlayStation Move motion controller. It offers motion-based, high definition gaming experiences like no other, the PlayStation Move motion controller is precise, intuitive and has unmatched accuracy. Through its interaction with the PlayStation®Eye Camera, it detects fast and subtle motion, precision and position within a 3D space.



Starter pack (inc. PlayStation Move, PlayStation Eye Camera and starter disc):

RRP \$99.95

PlayStation Move Motion Controller:

RRP \$69.95

PlayStation Eye Camera:

RRP \$59.95

*when connected to a 3D TV.

PlayStation Move offers a broad range of games that will cater for everyone in the family. Titles include Sports Champions™, Start the Party™, Kung Fu Rider™, SingStar Dance™ and EyePet™ Move Edition.

An extensive range of titles are available now, starting from RRP \$59.95



Watch, pause and record the best of TV with PlayTV™

Never miss a TV show again, when you add PlayTV to your PlayStation 3 experience. PlayTV is a Personal Video Recorder (PVR) that lets you watch, pause and record free-to-air digital TV, so you will always be up to date with your favourite shows. With twin HD tuners, PlayTV allows you to watch one program while recording another or even record TV shows while playing a game or enjoying a Blu-ray movie. You'll never miss out on any action with the PlayTV.

Available now: RRP \$169.95



For Mum and Dad

PlayStation 3 is a great choice for movie lovers, with award winning Blu-ray, 3D playback, blockbuster movies on demand and now a new streaming service of cinematic favourites.

PlayStation®Network Video Delivery Service: enjoy the latest Hollywood blockbusters on demand

Forget video store late fees, now you can download movies at the click of a button and choose from a library of hundreds of the latest Hollywood blockbusters with the PlayStation Network Video Delivery Service. Simply sign onto the PlayStation Network and choose from hundreds of titles to rent from \$3.99 or buy from \$7.99.

Available now



MUBI: Discover, watch and share a new world of film masterpieces

PlayStation 3 now offers MUBI - an incredible global online 'cinematheque' for movie lovers, with acclaimed independent, foreign and classic films available to stream on demand. Simply sign onto the PlayStation Network and choose rent titles on demand.

Available from November



A PlayStation Network Card makes a perfect present, available in \$30 and \$50 denominations; it allows you to buy movies and games on the PlayStation Network.

Available now

For the Kids

PSP® (PlayStation®Portable) - a world of fun in your hands or pocket

PSP® is the ultimate handheld companion for anyone who loves entertainment on the go, offering gaming, film, music, chat with Skype, photography, downloadable games and content via PlayStation®Store.



The sleek design features of the PSP-3000 model, features an enhanced screen with excellent resolution, and a built-in microphone. PSP's widescreen viewer features better definition, anti-glare technology for harsh lighting conditions or viewing in sunlight and the luxury of size at 4.3 inches wide.

Great for entertainment and gaming on the go, the PSP-3000 is available in Piano Black, Mystic Silver and Lilac

PSP-3000 is available now: RRP \$279.95



For the ultimate stocking filler, get the latest PSP® Essentials range for the kids, which provide first rate, classic games at pocket money prices. Best selling franchises such as Ratchet & Clank®, Dexter®, Burnout Legends®, The Sims®2 and WipEout®Pulse will be available either in-store or on the PlayStation Network for just RRP \$14.95 each.

Available now: RRP \$14.95

Invizimals™ Shadow Zone

Get ready to return to the amazing world of the Invizimals™ - the hidden creatures that only your PSP® can see. Join Kenichi as he attempts to create the Secret Society of Invizimal Hunters and travel the world to capture new Invizimals, enter tournaments, meet new people and embark on thrilling side quests. Combined with a brand new co-operative mode allowing you and your friend to hunt down monsters together and highly customisable Invizimals, your adventure is endless!

Available November 2010, Invizimals: Shadow Zone Camera Bundle: RRP \$79.95



EyePet™

The most incredible virtual pet now arrives on your PSP®! Let him out of the house and explore your world together. Why not take a stroll in the garden or look for treasures buried in the sand?

EyePet™ for PSP comes packed with toys and activities to exercise your Pet's brain, body and creativity. You can even create new toys from your own drawings! When it's time to go, simply let your Pet jump into your PSP and look after him while you are on the move.

Available 2010, EyePet Camera Bundle: RRP \$79.95

For Him

Gran Turismo®5



Renowned for its unique level of realism and stunning graphics, Gran Turismo®5 is one of the most highly anticipated racing games in the world. Gran Turismo®5 is set to speed into a league of its own, featuring more than 1000 licensed cars from the world's top manufacturers and more than 20 tracks with more than 70 variations, with more than 70 variations, including famous world circuits, city courses, and other environments.

Get ready for a truly remarkable driving experience, crammed with spectacular courses and hundreds of cars, each painstakingly recreated from their real-life counterparts. Gran Turismo®5 raises the bar on the franchise's depth of content and unparalleled, lifelike graphics. The title is also playable in 3D for the ultimate driving simulator experience.

RRP \$119.95

If you're looking to get the best out of Gran Turismo®5, check out the range of special editions:

Collector's Edition

A highly-desirable upgrade for serious racers and motoring fans, this eye-catching edition comes with plenty of added horsepower inside its high-end collector's box. As well as the game itself, you'll get five collector's edition art cards, an exclusive special edition inlay sleeve art, and a limited edition driver's magazine.

RRP \$129.95



Signature Edition

Reminiscent of a no-expense-spared supercar launch, this luxury edition puts the pedal to the metal as soon as you open its contoured steel case – which is finished in Mercedes-Benz SLS AMG 'Obsidian Black'. As well as the game, the 'Apex' driver's magazine and the ChromeLine car pack, you'll get an exclusive branded model car, a leather wallet, and a Signature Edition coffee table book.

RRP \$299.95



PSP®go: the ultimate portable gaming device

Experience breathtaking games, listen to your favourite music, chat with friends, store all your great photos and surf the Internet using Wireless on the go with PSP®go! With 16GB built-in memory it allows you to take all your games, music, photos and videos with you. It gets even better with the built-in microphone that lets you chat to friends using Skype™.

Available now: RRP \$449.95

For Her

SingStar® Dance

Bring out the dancing shoes and take your SingStar® experience to the next level with SingStar® Dance. With the new PlayStation Move motion controller, SingStar® Dance guides you through to some of the hottest moves. All you have to do is follow the on-screen dancer - the better your moves, the better your score!

Strut your stuff solo or sing and dance with up to four players using the SingStar® microphones and PlayStation Move motion controllers. You can create user videos and even spice up your video playbacks and enhance your dance moves with cool special effects. SingStar® Dance is the perfect gift for anyone that likes to shake their booty and bring out their inner dancing queen.

Available from November: RRP \$49.95



Buzz!™ The Ultimate Music Quiz

Buzz! The Ultimate Music Quiz for PlayStation®3 (PS3™), is the perfect partnership of two social catalysts that lead to a truly exciting, entertaining and enjoyable experience for everybody.

Prepare to have your buzzer bashing skills tested to the max as Buzz! goes quiz crazy to make yours the number one music-fest in town, with thousands of brain tickling teasers on your favourite pop divas, rock idols and singing superstars, along with lots of exciting new features.

Available from November 2010: RRP \$59.95

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For further information on products, high-res imagery or products for photography shoots please contact

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