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Press Information

EyeToy® **Your Questions Answered**

With Mike Haigh, Director, EyeToy / Singstar™ Development Group, Sony Computer Entertainment Europe.

When was the EyeToy brand launched?

The EyeToy brand was launched with the EyeToy USB Camera and the first title EyeToy: Play, back in July 2003.

Who was behind the development and what was the vision?

At the beginning the EyeToy group comprised two departments: Dr Richard Marks' technology group in the US and Ron Festejo's software group here in the UK's London Studio. I coordinated the two groups and I was responsible for the camera's industrial design. The ambition was to create an input device that literally anyone could use, whether aged 3 or 103. We speculated that, unlike a controller, a mechanism capable of detecting movement, without the need for buttons or paddles, would be both inclusive and kind of magically immersive, giving the user a very natural feeling of control.

How does EyeToy work?

The camera and its associated software is capable of some very sophisticated stuff. However, in the initial stages we were very concerned about stability, particularly with regards to lighting, so the technology we used then was dedicated to detecting changes in pixel information. The resulting effect is essentially motion detection, but with some very clever software analysis, we are able to calculate an incredible level of movement detail allowing detection of even the most subtle movement.

How many EyeToy products are there currently in the market place?

SCEE titles include EyeToy: Play, EyeToy: Play 2 EyeToy: Groove, EyeToy: Chat and EyeToy: Antigrav. There are also a number of "EyeToy enhanced" titles including SingStar, SingStar Party, LMA Manager 2005, This Is Football 2005, Man United Manager, Jackie Chan Adventures, The Rubs, Get On Ad Mick, DDR Extreme and Harry Potter and the Prisoner of Azkaban.

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For further information please contact your local PR manager.