

Press Information  
For Immediate Release

## **EyeToy: Kinetic redefines home fitness**

- **Developed in association with Nike MOTIONWORKS**
  - **Innovative approach to personal training**

The concept of home fitness, and the role of PlayStation®2, has been redefined with the unveiling of EyeToy®: Kinetic from Sony Computer Entertainment Europe [SCEE]. Developed in association with Nike MOTIONWORKS, the specialist sports research lab and leading fitness trainers, EyeToy: Kinetic transforms the PlayStation 2 into a seriously fun fitness tool.

EyeToy: Kinetic introduces a new genre of gaming to PlayStation 2 – ‘fitness gaming’, bringing personal fitness trainers, workout and discipline training tools into your home. And the secret of the game is that it is fully interactive: EyeToy: Kinetic, through its camera, tracks and evaluates your movements, your accuracy, your speed, your energy expenditure and your calorie burn. This allows the in-game trainers, Matt and Anna, to give you personalised feedback, motivating, refining and guiding you through your training.

The game can be used in two different modes, one to develop a fully personalised 12 week workout routine managed by a Personal Trainer, the other to develop your own personalised routines across four zones, all backed by warm-up and stretch routines, and Trainer tutorials. The result is a truly holistic approach to personal fitness:

- Mode One: Personal Trainer  
Develop a 12 week fitness programme supervised by your own personal fitness trainer who helps develop technique, and critiques and encourages you throughout your workout. Progress is tracked over time with the routine adapting to your abilities and tracking ‘attendance’ using the PlayStation 2’s internal clock.
- Mode Two: Routine builder  
Select from the games across the four zones, develop your own sequences and create your own personal routine that is saved on the system. Track best scores and accuracy and develop skills over time:

Cardio Zone: 10 minute moderate intensity workouts inspired by modern dance and aerobics. Focus on rhythmic movements, rapid movements and stretching. Benefits include body shaping, weight loss and improved stamina.

**More/...**

**EyeToy: Kinetic**

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Combat Zone: 3 minute workouts of high intensity inspired by Martial Arts disciplines. Focus on kicking, punching, jumping, twisting and avoidance of objects. Benefits include greater muscle strength and increased reflex speed.

Mind & Body Zone: 6 minute duration for games, up to 15 minute sequence low intensity, mentally demanding exercise inspired by meditation and relaxation exercise such as Yoga and Tai Chi. Slow and controlled movements with balanced positioning leads to improvements in co-ordination and precision, improved flexibility and increased strength.

Toning Zone: 9 – 29 minute workouts with a focus on toning sequences and lead and follow principles. Of moderate intensity including crunching, squatting, bending and stretching the toning zone delivers strength and muscle tone improvements and improved definition.

Celebratory fitness professionals and Martial Arts gurus have input their experience and techniques to bring an unparalleled, interactive fitness experience to PlayStation 2. The atmospheric environments and music selections complement the mood of the workouts to enhance the exercise experience and really get you into the 'zone'. From Kick-Boxing to Tai Chi, Cardio to Yoga, there is something to inspire everyone to reach their fitness potential.

EyeToy: Kinetic allows you to choose the zone, the music, the trainer and the intensity to suit your fitness level and goals. With 16 different routines and individually tailored programmes, EyeToy: Kinetic harnesses the power of technology to maximise your workout. This unique exercise experience is a fun, interactive and positive way to supplement your existing fitness regime or kick-start a new you: accredited by top celebrity trainers, you can get the body you want, when you want it.

Motivating, personalised and informed, EyeToy: Kinetic is a revolution in home fitness allowing you to fit effective, bite-sized exercise into your busy lifestyle or invest longer term into a customised 12-week programme. World-class sports science meets cutting edge gaming technology, fitness meets Nike style, as EyeToy: Kinetic on the PlayStation 2 establishes itself as the leading, fun, home-fitness facilitator.

EyeToy: Kinetic is set to revolutionise lifestyle gaming and on shelf from end of September 2005. For additional information and fitness advice visit [www.eyetoykinetic.com](http://www.eyetoykinetic.com) – live from end of August 2005.

## **Ends**

Please contact your local PR manager for further information.

## **Notes to Editors**

**About Sony Computer Entertainment Europe Ltd.**

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PS one®, PlayStation®2 and PlayStation Portable® software and hardware in 102 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes games software for the three formats, and manages the third party licensing programs for these platforms in the PAL territories. At the end of March 2005, over 40 million PlayStation® units had been shipped across these PAL territories, over 102 million worldwide. Between its European debut on 24 November 2000 and the end of March 2005, over 31 million PlayStation®2 units have been shipped across the PAL territories, over 87 million world-wide, making it one of the most successful consumer electronic products in history.

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