

# **SONY COMPUTER ENTERTAINMENT EUROPE (SCEE)**

## History of Events

- January 16<sup>th</sup> 2003** Sony Computer Entertainment Inc, the Tokyo based parent of Sony Computer Entertainment Europe (SCEE) today announced that cumulative world-wide factory shipments of the PlayStation®2 computer entertainment system had reached 50 million units.
- January 10<sup>th</sup> 2003** Sony Computer Entertainment Europe today announced that it is to extend its successful sponsorship of the UEFA Champions League - a partnership that began in 1997.
- The sponsorship agreement will extend up to and including the 2005/2006 season, and further extends PlayStation's commitment to European football and its support of the world's finest club competition.
- November 27<sup>th</sup> 2002** Sony Computer Entertainment Europe (SCEE) today announced that sales to consumers of its PlayStation®2 computer entertainment system had exceeded 10 million units.
- October 31<sup>st</sup> 2002** Sony Computer Entertainment Europe (SCEE) today announced that PlayStation 2 broadband network gaming will be launched in the Spring of 2003, beginning with the UK. This will be followed by a phased rollout into Germany, France, Spain, Australia other SCEE territories throughout 2003.
- Key components of the new PlayStation 2 network gaming experience from SCEE are:
- A Broadband Gaming Pack which includes a PlayStation 2 Ethernet Network Adaptor, an online game and a start-up disc featuring demos of upcoming online games This pack will be sold at the same price as a regular PlayStation 2 game through selected retail and B2C channels, and will enable PlayStation 2 owners to access online multiplayer games through a participating Broadband network.
  - From Spring 2003 going forward, an exciting range of network enhanced games will be launched. These will be available through selected retail and B2C channels and will include *SOCOM: US Navy Seals*, *Hardware: Online Arena*, *Destruction Derby Online Arena*, *Twisted Metal Online*, *Frequency 2*, *My Street*, *ATV Offroad*, *This is Football 2004* and *World Rally Championship Online* from Sony Computer Entertainment studios.
  - A completely new PlayStation 2 version of *Everquest*, the world's most successful on line game, from Sony Online Entertainment.
  - An exciting range of network enhanced games from key SCEE partner publishers such as Capcom, Electronic Arts, Activision, Take 2 and Eidos.
  - A highly diverse network platform that enables content companies, games publishers and ISPs to provide gamers with the broadest selection of new online experiences and entertainment. The network will not be constrained by any one company acting as a gatekeeper of the content or the consumer.
- September 19<sup>th</sup> 2002** Sony Computer Entertainment Inc, the Tokyo based parent of Sony Computer Entertainment Europe (SCEE) today announced that cumulative world-wide factory shipments of the PlayStation®2 computer entertainment system had reached 40 million units.
- August 27<sup>th</sup> 2002** Sony Computer Entertainment Europe (SCEE) today announced that it was reducing the Recommended Retail Price (RRP) of its PlayStation® 2 computer entertainment system to £169.99 in the UK and to between €249 - €259 in Eurocurrency countries. The price cut, which is effective from midnight on Thursday 29 August, is expected to give a huge boost to sales of the market leading entertainment system in the run up to Christmas.

**July 2<sup>nd</sup> 2002**

Chris Deering, President of Sony Computer Entertainment Europe (SCEE), today announced the promotion of three senior executives to the level of Executive Vice President - SCEE:

Phil Harrison - Executive Vice President - SCEE Product Development

David Reeves - Executive Vice President - SCEE Sales and Marketing

Jim Ryan - Executive Vice President - SCEE Finance and Administration

All three senior managers currently form the SCEE "Executive Committee", which was established in 2001, and now become Corporate Executive Officers of SCEE's parent company Sony Computer Entertainment Inc (SCEI).

**June 13<sup>th</sup> 2002**

Sony Computer Entertainment Europe (SCEE) today announced that it was reducing the Recommended Retail Price (RRP) of the PlayStation 2 in Australia from \$499.95 to \$399.95. The price reduction would be effective from 15 June 2002 for Australia only, and brings the local price in-line with the US (RRP US\$199.95).

**May 15<sup>th</sup> 2002**

In a ringing endorsement of the popularity and phenomenal demand for SquareSoft's *Final Fantasy*®X, Sony Computer Entertainment Europe (SCEE) is to sell the critically acclaimed game as part of a PlayStation 2 bundle.

*Final Fantasy X* is exclusive to the PlayStation 2 platform and uses the powerful graphic and performance capabilities of the PlayStation 2 to take the *Final Fantasy* series to new highs of cinematic graphics, engrossing storylines and involving gameplay. The *Final Fantasy X* bundle will be released at the same time as the stand-alone game, on Friday 17 May in Australia and on Wednesday 29 May in many of the remaining PAL territories of Europe, the Middle East and Africa.

The *Final Fantasy* series has sold over 38 million copies worldwide and has been acclaimed by critics and gamers alike for pushing the boundaries of gameplay, graphics, sound, and story and setting a new standard for the role-playing games (RPG) genre. *Final Fantasy X* is already one of the biggest games to have been released so far on PlayStation 2, having sold over 7 million copies since its release earlier this year in Japan and the USA.

**May 14<sup>th</sup> 2002**

Sony Computer Entertainment Europe (SCEE) today announced that the Recommended Retail Price of the PS one games console would be reduced to 89 Euros, effective by the end of May, and to 49 Pounds in the UK with effect from 18 May 2002.

PlayStation® and PS one together have achieved worldwide shipments of close to 90 million units. The reduction in price will not only make the world beating console more affordable in the PAL territories of Europe, the Middle East, Africa and Oceania, but will also further accelerate the number of software titles available for the hugely successful format.

Commenting on the price change, Chris Deering, President of Sony Computer Entertainment Europe, said, "The PS one has been a terrific success, and there are now well over 35 million PS ones in homes throughout Europe, with over 1,300 games titles available. This price change, the first for almost 3 years, will help to further broaden the audience for PS one, making it more affordable for the younger gamer."

**May 9<sup>th</sup> 2002**

Sony Computer Entertainment Inc, the Tokyo based parent of Sony Computer Entertainment Europe (SCEE) today announced that cumulative world-wide factory shipments of the PlayStation®2 computer entertainment system had reached 30 million units. The breakdown of shipments by region is:

**Worldwide PlayStation 2 Shipments by Region, as of May 5, 2002**

- North America (Sony Computer Entertainment America Inc.) 11.3 million units
- Japan (Sony Computer Entertainment Japan) 9.9 million units
- Europe/PAL (Sony Computer Entertainment Europe Limited) 8.8 million

units

Demand for the PlayStation 2 across the SCEE territories has been unflinching since its introduction in November 2000, and it is now outselling the original PlayStation console at a rate of 3 to 1, despite the introduction of new consoles to the market in recent months. Such is the global success of the PlayStation 2 that lifetime shipments have increased from the 26 million units, announced in February 2002, to 30 million units in just three short months.

**April 25<sup>th</sup> 2002**

Sony Computer Entertainment Europe (SCEE) today announced that it had sold over 7 million PlayStation®2 computer entertainment systems to consumers in the territories served by SCEE.

The 7 million milestone came as Sony Corporation announced their financial results for the year to 31 March 2002. Total world-wide production shipments of PlayStation 2 for the year ending March 31 2002 were 18.07 million units, resulting in cumulative production shipments of 28.68 million units as of March 31, 2002.

Shipments of PlayStation 2 software titles for this fiscal year (including those from both SCEE and independent publishers under SCEE licenses) were 35.5 million units, resulting in cumulative production shipments to the PAL territories of 42.8 million units as of March 31, 2002.

**April 17<sup>th</sup> 2002**

Sony Computer Entertainment Europe announced today that it would launch the official LCD Screen (for PS one®) on April 24<sup>th</sup>, 2002, dramatically enhancing the portable nature of the popular PS one games console.

The clamshell design LCD Screen for the PS one folds shut neatly against the console when not in use and by connecting to the AV input<sup>1</sup> users can display images from the latest digital still cameras and camcorders.

**March 21<sup>st</sup> 2002**

PlayStation® today announced that the new Eidos Tomb Raider game *Lara Croft Tomb Raider: The Angel of Darkness™* will be exclusive to PlayStation 2 on the game console format. The game will be released on PlayStation 2 on 15<sup>th</sup> November 2002.

**March 4<sup>th</sup> 2002**

Sony Computer Entertainment Europe (SCEE) and Alrec, their in-store design agency have won gold and bronze awards for design excellence in Point of Sales products.

In a recent awards presentation by the European Point of Purchase Advertising Institute (POPPI), Alrec collected top awards for their work on permanent PlayStation® point of sales displays. The company were awarded a **GOLD** award for their work on the PlayStation 2 IDU in the category of Interactive Displays and a **BRONZE** award for the entire in-store Permanent Point of Sale (PPOS) range for PlayStation 2.

**February 15<sup>th</sup> 2002**

In a ringing endorsement of the popularity and phenomenal demand for Konami's Metal Gear Solid® 2: Sons of Liberty (MGS2), Sony Computer Entertainment Europe (SCEE) is to sell the widely anticipated game as part of a PlayStation® 2 bundle.

The MGS2 bundle will comprise a PlayStation 2 and the regular MGS2 game title and will be available in retail two weeks after the game is officially launched on March 8<sup>th</sup>. The bundle will be available throughout the PAL territories of Europe, the Middle East, Africa and Oceania.

About 350,000 of the bundled MGS2 will be produced, reflecting the enormous interest that has been generated by the Konami produced title. The original Metal Gear Solid, released in 1999 has sold 2 million copies throughout the SCEE territories.

**February 15<sup>th</sup> 2002**

For only the second time in the history of PlayStation®, a new collection of 'Platinum' greatest hits games will debut from 1st March 2002.

The 'Platinum' collection will feature some of the best selling and most popular game titles of recent years on PlayStation 2. Building on the hugely successful Platinum collection for the original PlayStation, the first batch of nine games; four from SCEE and five from third party publishers will debut in the shops from 1st March at a significant discount to the normal price of such top selling games. At least a dozen other third party

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<sup>1</sup> AV Connection Cable (sold separately) is necessary. The type of AV cable to be used varies depending on the device to be connected

titles will become eligible to go Platinum in the following months.

The first nine titles to go Platinum are *Gran Turismo 3*, *Tekken Tag Tournament*, *Formula 1 2001* and *Dead or Alive 2*, all from Sony Computer Entertainment Europe; *Timesplitters* from Eidos; *Oni* from Take 2; *Crazy Taxi* from Acclaim; *Red Faction* from THQ and *Starwars:Starfighter* from LucasArts.

For a game to win the ultimate accolade of release as a Platinum title, it must have achieved a stated minimum sales level across the SCEE territories in the last nine months, a hurdle that the first titles have cleared with ease.

#### **January 30<sup>th</sup> 2002**

Sony Computer Entertainment Europe (SCEE) will release the Linux Kit (for PlayStation®2) in May 2002, targeted towards the Linux community in Europe.

The Linux Kit (for PlayStation 2) comprises an internal 40 Gb Hard Disk Drive, a high-speed Network Adapter (100 BASE-T Ethernet), two Linux instalment discs (DVD-ROM), and a Monitor Cable Adapter, with audio connectors, for display on computer monitors. A high-resolution computer display is assumed as the graphics output; standard output being XGA (1024 x 768 dots). With this kit, users can not only run the wide variety of computer applications written for the Linux operating system, but can also create original programs and applications designed to run on Linux (for PlayStation 2).

#### **January 25<sup>th</sup> 2002**

Sony Corporation today announced that total world-wide production shipments of the original PlayStation and PS one hardware were 1.03 million units for the quarter compared with 3.69 million units for the third quarter of the previous year, resulting in cumulative production shipments of 89.29 million units as of December 31, 2001.

World-wide production shipments of PlayStation 2 hardware were 5.42 million units for the quarter compared with 2.88 million units for the third quarter of the previous year, resulting in cumulative production shipments of 24.99 million units as of December 31, 2001.

World-wide production shipments of the original PlayStation and PS one software (including those from both Sony and third parties under Sony licenses) were 38 million units for the quarter compared with 54 million units for the third quarter of the previous year, resulting in cumulative production shipments of 840 million units as of December 31, 2001.

World-wide production shipments of PlayStation 2 software (including those from both Sony and third parties under Sony licenses) were 52.7 million units for the quarter compared with 16.9 million units for the third quarter of the previous year, resulting in cumulative production shipments of 125.2 million units as of December 31, 2001.

#### **January 24<sup>th</sup> 2002**

In a High Court action yesterday, Sony Computer Entertainment Europe (SCEE) won a comprehensive victory against “chipping” of PlayStation® games consoles, and were awarded substantial damages against the defendant, Channel Technology.

The presiding judge held that the copy protection that SCEE put on a games disk was intended to prevent or restrict copying of the game. It followed that the “mod chip” was a device designed to circumvent that copy protection. He held that some uses of the “mod chips” would involve copyright infringement and the defendants would have known that. In consequence the sale of the “mod chips” would be unlawful.

#### **January 23<sup>rd</sup> 2002**

Sony Computer Entertainment Europe (SCEE) today announced that the launch of PS one® in India this week brings to 102 the number of PAL format countries in which PlayStation is sold.

#### **January 9<sup>th</sup> 2002**

Sony Computer Entertainment Europe (SCEE) today announced that it had sold over 2.79 million PlayStation®2 and over 750,000 PS one® video games consoles in the two months before Christmas, exceeding its own sales forecasts for PlayStation 2 and making it the best season ever for PlayStation.

Consumers in the SCEE PAL Territories (Europe, Middle East, Africa and Australasia) expressed a huge vote of confidence in the market leading, trusted PlayStation brand, purchasing more than 500,000 PlayStation 2 consoles during the week before Christmas. PlayStation 2 sales were up more than 293 percent on the same week last year with more than two PlayStation 2 being sold every second.

Consumer purchases of PlayStation2 in SCEE territories were 1.1 million in November and 1.68 million in December. Such is the overwhelming success of PlayStation 2 that it took the original PlayStation more than twice this period to reach the same rate of sale. PlayStation/PlayStation 2 consoles can now be found in more than 1 out of every 5 European households.

**December 21<sup>st</sup> 2001**

Sony Computer Entertainment Europe (SCEE) this week reinforced its determination to crack down on the manufacturers and distributors of 'mod chips' when it secured a further High Court injunction, as part of proceedings against two 'mod chip' manufacturers.

The Court action was started on 7 December against the two companies, Channel Technology, the company behind the Messiah chip, and Neo Technologies, distributor of the NEO4 chip. The Court found in favour of SCEE, and extended its interim injunction against Channel Technology. The latest Court Order prevents the advertising, selling or promoting of mod chips and requires the handing over of information about the source of the chips to SCEE.

**December 6<sup>th</sup> 2001**

The PlayStation®2 broadband revolution is a step closer today, as Telewest Broadband begins trials of a dedicated PlayStation 2 broadband network.

The closed-trials began this week, and are expected to continue into the new year, with a limited public trial expected to commence in early Q1.

"The Telewest PlayStation 2 Broadband Service will lead the way in connecting PlayStation 2 consumers on powerful broadband networks", said Nainan Shah, Director of Business Development, Sony Computer Entertainment Europe. "The service will offer a plug-and-play experience for multiplayer gaming, downloading of game demos and other content, as well as news and reviews presented in way that PlayStation 2 consumers have not experienced before."

**October 10<sup>th</sup> 2001**

Sony Computer Entertainment (SCEE) announced today that commemorating the cumulative 20 million unit world-wide shipment of its PlayStation®2 computer entertainment system, the company would launch a special "European Automobile Color Collection". PlayStation 2 will come in 5 different colors (white, red, yellow, blue and silver, all in glossy metallic finish) and limited quantities of 2000 each (666 units per color for Japan, US and Europe respectively) will be produced.

**October 10<sup>th</sup> 2001**

Sony Computer Entertainment Inc. (SCEI) announced today that the cumulative worldwide shipment of its popular PlayStation®2 computer entertainment system had reached 20 million units.

This achievement of 20 million units comes only 6 months after the 10 million unit shipment made in one year since the launch. Compared to the shipment achieved by the original PlayStation®, which was launched December 1994 and has shipped over 85 million units worldwide by now, PlayStation 2 has marked the shipment of 3.4 times the volume during the same period after the launch.

As for PlayStation 2 software titles, 296 have been released in Japan and by the end of March 2002, cumulative number of titles is expected to be more than 570. In North America and Europe, in addition to the 292 and 111 titles already available, 82 and 250 titles are expected to be released towards the end of the fiscal year.

**September 26<sup>th</sup> 2001**

Sony Computer Entertainment Europe, (SCEE) today announced its new sales and marketing programs for the coming season, the immediate impact of which will see the new street price of PlayStation®2 at £199, FF 1999, DM 599 and European and Australian and New Zealand equivalents on 28<sup>th</sup> September 2001.

Building upon the massive sales momentum of the past few months as stimulated by a raft of quality software launches, including SCEE's own Gran Turismo 3 A Spec, which has now shipped over one million units in all PAL territories, SCEE is well positioned to future capitalise upon the significant demand for PlayStation®2.

**July 26<sup>th</sup> 2001**

SCEI announce the achievement of cumulative world wide shipments of hardware and software:

PlayStation®2: close to 15 million units shipped world wide:

- Japan 5.94 million units (since launch)
- North America 5.15 million units (since launch)
- Europe 3.86 million units (since launch)

PlayStation® (PS one®): over 85 million units shipped world wide:

- Japan 18.79 million units (since launch)
- North America 32.90 million units (since launch)
- Europe 33.75 million units (since launch)

In terms of software for PlayStation®2:

- Japan 226 titles released since launch, and over 450 titles currently in development
- North America 100 titles released since launch, and over 250 currently in development
- Europe 99 titles released since launch, 300 currently in Development

**June 20<sup>th</sup> 2001**

Sega Corporation (SEGA) and Sony Computer Entertainment Europe (SCEE) announce that they have reached an exclusive distribution agreement under which SCEE will manufacture, distribute and market seven SEGA titles dedicated specially to PlayStation®2 in all SCEE PAL territories: among these titles is the world famous Virtua Fighter 4.

**May 16<sup>th</sup> 2001**

Sony Computer Entertainment Europe (SCEE) and Telewest Communications, the broadband communications group, announce an agreement to combine Telewest's broadband network with Sony's PlayStation® 2. Together, Telewest and SCEE will be trialling Europe's very first broadband connection with a computer entertainment system.

**May 16<sup>th</sup> 2001**

Disney Interactive, Sony Computer Entertainment America (SCEA) and Sony Computer Entertainment Europe (SCEE) announce an exclusive, multi-title agreement through which the companies will develop and publish video games for PlayStation®2, PlayStation® and PS one™ platforms, based on five upcoming and highly anticipated film properties from The Walt Disney Company: *Disney's Atlantis: The Lost Empire*, *Disney/Pixar's Monsters, Inc.*, *Disney's Lilo and Stitch*, *Disney's Treasure Planet*, and *Disney's Peter Pan: Return to Neverland*.

**April 17<sup>th</sup> 2001**

Square Co Ltd (Square) and Sony Computer Entertainment Europe (SCEE) announce an exclusive agreement under which SCEE will market and sell the Square software titles The Bouncer and Final Fantasy X for PlayStation 2 in all SCEE PAL territories.

**March 24<sup>th</sup> 2001**

SCEI announce the achievement of cumulative worldwide shipments of 10 million units of PlayStation®2.

- Japan 4.65 million units (since launch)
- North America 2.76 million units (since launch)
- Europe 2.63 million units (since launch)

**February 12<sup>th</sup> 2001**

Sony Computer Entertainment Europe (SCEE) and Vodafone Multimedia Limited announce a joint agreement to conduct research on products and services. Projects to be researched, include provision for Vodafone customers to connect their mobile phone to their PS one™ console or PlayStation 2 computer entertainment system, and enabling PlayStation customers to access existing and enhanced web based hints and tips, via text messaging, WAP and other internet enabled services.

**January 2001**

- Sega announce that they will develop games for the PlayStation 2 computer entertainment system.

**January 29<sup>th</sup> 2001**

- SCEI and NTT DoCoMo Inc. agree six alliance partners to jointly develop network service combining mobile internet and PlayStation technologies in overseas markets. These partners are:

AT&T Wireless Group (AWE)  
Hutchison Telephone Company Limited (HTCL)  
Hutchison 3G UK Limited (Hutchison 3G UK)

KG Telecommunications Co.,Ltd (KG Telecom)  
KPN Mobile N.V. (KPN Mobile)  
Telecom Italia Mobile (TIM).

**January 25<sup>th</sup> 2001**

- SCEI make the following announcements:

**PlayStation and PSone**

- PlayStation (including PSone) sales world-wide: 79.61 million units
  - Japan 18.22 million
  - North America 30.30 million
  - Europe 31.09 million
- PSone accounted for: world-wide 5.27 million
  - Japan 0.82 million
  - North America 2.22 million
  - Europe 2.23 million
- PlayStation software shipments world-wide: 744 million
  - Japan 251 million
  - North America 283 million
  - Europe 210 million
- PlayStation software shipments for 1st nine months of financial year: 114 million
  - Japan 27 million
  - North America 49 million
  - Europe 38 million

**PlayStation®2**

- PlayStation®2 shipments to date Worldwide: 6.4 million units
  - Japan 3.94 million units (since launch)
  - North America 1.46 million units (since launch)
  - Europe 1.0 million units (since launch)
- Worldwide PlayStation®2 software shipments: 24.9 million units
  - Japan 12 million units (since launch)
  - North America 8.5 million units (since launch)
  - Europe 4.4 million units (since launch)
- Number of PlayStation®2 Licensees(excl. Tool and Middleware licensees): 653
  - Japan 134
  - North America 292
  - Europe 227

**January 22<sup>nd</sup> 2001**

- SCEA announce their acquisition of Crash Bandicoot creators, Naughty Dog Inc. Naughty Dog's 30-person team will continue to be managed by founders, Andrew Gavin and Jason Rubin, but under the direction of Shuhei Yoshida, vice president, product development, Sony Computer Entertainment America Inc.

**November 28<sup>th</sup> 2000**

- SCEI announce the production of a DVD remote control for PlayStation®2 in Japan.

**November 24<sup>th</sup> 2000**

- PlayStation®2 launches across more than 25 PAL territories

**November 8<sup>th</sup> 2000**

- PlayStation.com goes live in more than 10 PAL territories allowing consumers to purchase PlayStation products on their local PlayStation.com site.

**October 26<sup>th</sup> 2000**

- PlayStation®2 launches in North America, at a suggested retail price of \$299. A staggering 500,000 units are sold in the first weekend.

**October 25<sup>th</sup> 2000**

- SCEI make the following announcements:-
- PlayStation (including PS one) sales world-wide : 75.92 million units
  - Japan 17.93 million
  - North America 28.65 million

Europe 29.34 million

- PSone accounted for : world-wide 1.58 million units
  - Japan 0.53 million
  - North America 0.57 million
  - Europe 0.48 million
- PlayStation/PSone software shipments world-wide: 690 million
  - Japan 243 million
  - North America 257 million
  - Europe 190 million
- PlayStation software shipments for 1st half of financial year: 60 million Japan
  - 19 million
  - North America 23 million
  - Europe 18 million
- PlayStation@2 Hardware:  
Shipments to date in Japan: 3.52 million units
- PlayStation@2 Software:
  - Japan: PlayStation@2 software shipments since launch : 8 million units
  - North America : 26 titles for launch, 50 by end of Dec 2000
  - Europe: 33 titles launch, 63 by end of March 2001

**September 26<sup>th</sup> 2000** • Sony Computer Entertainment Europe today announced that Phil Harrison is appointed to the position of Senior Vice President, Development.

**August 1<sup>st</sup> 2000** • SCEI announce 3 million PlayStation 2 units have shipped since launch

- SCEI announce strategic partnership with NTT DoCoMo that will combine the i-mode service and PlayStation. Both firms hope their collaboration will inspire software makers to develop new services for a potential new I-mode/PlayStation entertainment network.
- SCEI announce that more than 270,000 PSone™ units have shipped since its launch on July 7<sup>th</sup>.

**June 8<sup>th</sup> 2000** • Sony Computer Entertainment Inc today announced that it would be introducing "PS one™" a newly-designed PlayStation game console in Japan from July 7<sup>th</sup> 2000 at a retail price of 15,000 Yen (tax not included.)

- The introduction of the new PS one™, which is approximately one third of the size of the original PlayStation, will redefine the entertainment lifestyle by providing consumers broader access to PlayStation gaming experience via the mobile telephone network and through the increased portability of this new PlayStation model.

**June 8<sup>th</sup> 2000** • SCE Inc announced that it plans to launch a Hard Disk Drive Unit (HDD) for PlayStation@2 for the Japanese market this winter. The unit will include a high-speed network interface for connection to broadband network infrastructure and a large capacity hard disc.

**June 1<sup>st</sup> 2000** • Sony Computer Entertainment Inc announces 125 billion-Yen capital investment in 0.18 micron semi-conductor production for PlayStation 2.

- SCE Inc also announces that it plans to sell the chipset externally and will also work to develop processors for Next Generation Digital home entertainment products for the external market.

**May 19<sup>th</sup> 2000** • SCE reaches favourable settlement with Joytech peripherals in its campaign against the infringement of SCE's intellectual property rights.

**May 10<sup>th</sup> 2000** • SCEA announces that it will be introducing PlayStation 2 into the North American market on October 26<sup>th</sup> at a suggested retail price of \$299.

- SCEA also announces that the PlayStation 2 will incorporate a bay for a 3.5" hard

disc drive bay and an expansion unit for interfacing with the network for future functionality upgrades.

- SCEA announces that PlayStation 2 features DVD playback built into the hardware as standard, without the use of the memory card.
- SCEE confirm that PlayStation 2 will incorporate the same features as the North American model and will also be released on October 26<sup>th</sup>. No suggested retail price has been announced.

**28<sup>th</sup> April 2000**

- SCEI announces that PlayStation 2 cumulative production and shipment reached 1.41 million units by the end of March 2000 :

Japan	1.41 million units
North America	Not launched
Europe	Not launched

- SCEI announces that PlayStation game consoles cumulative production and shipment had reached 72.92 million units by the end of March 2000:

Japan	17.40 million units
North America	27.11 million units
Europe	28.41 million units

- Cumulative software production reached 630 million units during the same period:

Japan	224 million units
North America	234 million units
Europe	172 million units

- By the end of March 2000 the number of PlayStation software titles available in each Territory was:

Japan	2817
North America	830
Europe	860

**31<sup>st</sup> March 2000**

- SCE announces that over 1.4 million PlayStation 2 consoles have been shipped since launch (0.9 million shipped by traditional retail and 0.4 million units by PlayStation.com)

**4<sup>th</sup> March 2000**

- PlayStation 2 launches in Tokyo. Sales exceed 980,000 units.

**3<sup>rd</sup> February 2000**

- SCEI announces the creation of PlayStation.com in a move to tap into the tremendous growth of internet direct sales and with an eye towards the future digital contents distribution (e-distribution) for PlayStation 2 that is set to begin in 2001.

**26<sup>th</sup> January 2000**

- SCEI announces that PlayStation game consoles cumulative production and shipment reached 71.82 million units by the end of December 1999 :

Japan	17.28 million units
North America	26.39 million units
Europe	28.15 million units

- Cumulative software production reached 592 million units during the same period:

Japan	216 million units
North America	218 million units
Europe	158 million units

- By the end of December 1999 the number of PlayStation software titles available in each Territory was:

Japan	2625
North America	778
Europe	798

- 6<sup>th</sup> December 1999**      ▪ Sony Computer Entertainment Europe achieves PlayStation sales of 25 million units across PAL territories, marking an historic achievement in the history of video games.
- 2<sup>nd</sup> December 1999**      ▪ Cumulative Hardware Production Shipments by Territory (as at 2/12/99)
- |   |                 |
|---|-----------------|
| Japan Hardware production shipments<br>(12/3/1994 launch date)        | 16.77 mil units |
| North America Hardware production shipments<br>(9/9/1995 launch date) | 25.94 mil units |
| Europe Hardware production shipments<br>(9/29/1995 launch date)       | 27.33 mil units |
- 27<sup>th</sup> October 1999**      ▪ SCEI announces that PlayStation game consoles cumulative production and shipment reached 65.21 million units by September 1999:
- |               |                     |
|---------------|---------------------|
| Japan         | 16.63 million units |
| North America | 23.74 million units |
| Europe        | 24.84 million units |
- Cumulative software production reached 510 million units during the same period:
- |               |                   |
|---------------|-------------------|
| Japan         | 197 million units |
| North America | 181 million units |
| Europe        | 132 million units |
- By the end of September 1999 the number of PlayStation software titles available in each Territory was:
- |               |      |
|---------------|------|
| Japan         | 2366 |
| North America | 700  |
| Europe        | 710  |
- 13<sup>th</sup> September 1999**      • Sony Computer Entertainment Inc., announces the launch details of its revolutionary computer entertainment system, PlayStation 2.
- Launching in Japan on March 4<sup>th</sup> 2000, with an unprecedented initial week's shipment of one million units, PlayStation 2 will support both audio CD and DVD-Video options, bringing together movies, music and games to form a new world of computer entertainment.
- September 1999**      ▪ Sony Computer Entertainment Europe announces that the installed base of PlayStation in PAL territories now exceeds 20 million units.
- August 1999**      ▪ SCEE announces that PlayStation will become official sponsor of Euro 2000, the UEFA European Championships to be held in Belgium and Holland in June 2000.
- Euro 2000 is expected to attract 1.2 million spectators and will be broadcast in over 190 countries and territories to over 7 billion viewers world-wide with audiences of 225 million viewers per match.
- SCEE announce a reduction in the RRP of the PlayStation console in the UK and Ireland only, to £79 and 94.99 Punt respectively.
- July 1999**      ▪ SCEI announces that PlayStation game consoles cumulative production and shipment reached 58.4 million units by June 31<sup>st</sup> 1999 :
- |               |                     |
|---------------|---------------------|
| Japan         | 16.04 million units |
| North America | 21.53 million units |
| Europe        | 20.83 million units |
- Cumulative software production reached 462 million units during the same period:

Japan	181 million units
North America	159 million units
Europe	122 million units

- By the end of June 1999 the number of PlayStation software titles available in each Territory was:

Japan	2156
North America	661
Europe	662

**July 1999**

- SCEI establishes a new company for Graphics Synthesiser Production called: SCEI Nagasaki Semiconductor Inc. a new semi-conductor plant is now under construction at the site of Sony Nagasaki and is due for completion in October. Production is scheduled for Spring 2000.

**May 1999**

- Sony Computer Entertainment Europe announces that it has signed an exclusive distribution partnership with Square Europe Ltd. The agreement will see SCEE distributing Squaresoft's products, including the Japanese mega-hit Final Fantasy VII, in all PAL territories.

**April 1999**

- PlayStation game consoles cumulative production and shipment reached 54.42 million by March 31<sup>st</sup>:

Japan	15.26 million units
North America	20.62 million units
Europe	18.54 million units

- Cumulative software production reached 430 million units during the same period:

Japan	171 million units
North America	146 million units
Europe	113 million units

- By the end of December 1998 the number of PlayStation software titles available in each Territory was:

Japan	2006
North America	635
Europe	623

**March 1999**

- SCEI announced that it had named Ken Kutaragi to succeed Teruhisa Tokunaka as President and Chief Executive Officer.
- SCEI said that Teruhisa Tokunaka would continue to serve on the board of SCEI as Representative Director. Mr Tokunaka will also assume additional responsibilities as Deputy Chief Financial Officer of Sony Corporation, parent company of SCEI.
- Two senior executives from Sony Corporation, Mr Nobuyuki Idei, President and Co-COO and Tamotsu Iba, Executive Deputy President and Chief Financial Officer will join SCEI's board of directors. Mr Iba will serve concurrently as Chairman of SCEI.

**2<sup>nd</sup> March 1999**

- Sony Computer Entertainment announces the completion of its research and development project to design the successor to PlayStation. SCEI says that this next-generation PlayStation system is a significant part of Sony Computer Entertainment's mission to create "a new form of entertainment beyond games" via the integration of innovative computer technology with digital AV technology.

**2<sup>nd</sup> March 1999**

- SCEI announces the co-development with Toshiba Corp. of the 128-bit CPU ("EE, or "Emotion Engine") for use in the next-generation of PlayStation.
- Sony Computer Entertainment announces that it has developed the Graphics Synthesiser for the next-generation PlayStation incorporating a massively parallel rendering engine that contains a 2,560 bit wide data bus that is 20 times the size of leading PC-based graphics accelerators.

- Sony Computer Entertainment announces that it has developed the I/O Processor with LSI Logic Corporation for the next-generation PlayStation. By embedding this processor they have achieved 100% backward compatibility with the current PlayStation. In addition, the new I/O Processor supports IEEE 1394 and Universal Serial Bus (USB) which are the new standards for digital interconnectivity.
- February 1999**
- Psygnosis becomes a subsidiary of Sony Computer Entertainment Europe.  
 Psygnosis' UK development studios in Liverpool, Stroud, Camden and Leeds now report to Juan Montes, Vice President of Software Development.  
 John Bickley takes responsibility for the company's publishing operations as Psygnosis' Vice President and General Manager.  
 Both Development and Publishing divisions now report to Chris Deering, President of SCEE, President and CEO of Psygnosis (as of Feb 1<sup>st</sup> 1999)
- January 1999**
- SCEI state that since launch PlayStation is now considered to be "the undisputed game console of choice" for consumers world-wide with cumulative production and shipment passing 50 million units by the end of 1998:
 

Japan	14.7 million units
North America	19.5 million units
Europe	16.5 million units
  - Cumulative software production reached 389 million units during the same period:
 

Japan	155 million units
North America	131 million units
Europe	103 million units
  - By the end of December 1998 the number of PlayStation software titles available in each Territory was:
 

Japan	1,822
North America	594
Europe	574
- January 1999**
- SCE Inc. launches the PocketStation (PDA) on 23<sup>rd</sup> January at a price of 3000 Yen. (No price or release date has been set for Europe.)
  - SCE Inc. announces the reduction in the price of PlayStation from 18,000 to 15,000 Yen in Japan only.
- October 1998**
- PlayStation game consoles cumulative production and shipment reached 43.14 million by October 21<sup>st</sup>:
 

Japan	13.1 million units
North America	16.0 million units
Europe	11.9 million units
- August 1998**
- SCEE announces an installed base of over 10 million units across PAL territories.
  - PlayStation game consoles cumulative production and shipment reached 40 million units by August 21<sup>st</sup>:
 

Japan	13.00 million units
North America	14.3 million units
Europe	12.7 million units
  - Sony Computer Entertainment Europe announces a significant drop in the retail pricing of PlayStation and several key peripherals including the Analog Controller (DUAL SHOCK)  
 For example in France the retail price drops from FF990 to FF790 and in Germany from DM299 DM249

- In the UK and Ireland, the retail price of the PlayStation has been brought down to £99 from £129 and now includes the Analog Controller (DUAL SHOCK) as standard for the first time.
  - SCEA announces their retail price has dropped to \$129, a more than 10% reduction from its current recommended retail price
- July 1998**
- SCEE announces that it has signed a three-project deal with Picture House Software. The first product will be released in the second half of 1999.
- May 1998**
- SCEI and Whoopee Camp established a joint venture company named "DEEP SPACE". Mr Fujiwara, president of Whoopee Camp, was named Executive Producer in the new company. Deep Space is expected to develop new real-time adventure games to be published by SCEI
  - SCEE (except UK and Ireland) unveiled details of its new PlayStation DUAL SHOCK Console Pack. This new pack incorporates the PlayStation console with the "Soundscape" feature and incorporating the state-of-the art Analog Controller (Dual Shock)
  - PlayStation game consoles cumulative production and shipment as at end of September 1997 reached 32.8 million units:
 

Japan	11.51 million units
North America	11.67 million units
Europe	9.64 million units
  - Total number of software titles released since launch reaches :
 

Japan	1,280
North America	412
Europe	419
- April 1998**
- SCEI announce that is has established four satellite studio companies that will be supervised by Akira Sato, Executive Vice President of SCEI
 

*Polyphony Digital*  
Titles developed: Gran Turismo, Motor Toon Grand Prix

*Arc Entertainment Inc.*  
Titles developed: Arc the Lad

*Sugar and Rockets Inc.*  
Titles developed: IQ \*, Go!Go!Moriwaka  
\* Known as Kurushi in PAL territories

*Contrail Inc*  
Titles developed: Wild Arms
- March 1998**
- On day one, in Japan, over one million units of Tekken 3 are shipped to retail
- February 1998**
- SCEI announces that it has developed a miniature size PDA (Personal Digital Assistant) as an extension of the PlayStation memory card
  - The PDA has a programmable 32 bit RISC processor, together with LCD screen, sound and communication capabilities. This PDA is not aimed for business or office applications, but for personal entertainment including games
- January 1998**
- PlayStation game consoles cumulative production and shipment as at end of September 1997 reached 28.2 million units:-
 

Japan	10.05 million units
North America	10.35 million units
Europe	7.8 million units
- January 1998**
- World-wide production and shipment of software reaches a staggering 200 million

pieces world-wide:-

Japan	90 million units
North America	60 million units
Europe	50 million units

- Total number of software titles released since launch reaches:

Japan	1,150
North America	380
Europe	400

- SCEE launch its state of the art website :[www.playstation-europe.com](http://www.playstation-europe.com)

**December 1997**

- SCEE announce that sales of FFVII have already reached over half a million units

**November 1997**

- SCEE wins the “Golden Joystick Award” for the Best Software House, Most Original Game (ParappaTheRapper) and Best Ad (Tekken 2)
- Final Fantasy VII released in PAL territories on November 17<sup>th</sup>

**October 1997**

- PlayStation game consoles cumulative production and shipment as at end of September 1997 reached 22.5 million units:-

Japan	8.6 million units
North America	7.8 million units
Europe	6.1 million units

**September 1997**

- SCEE announces that the Tomb Raider franchise, featuring leading character Lara Croft, will be exclusive to the PlayStation for games consoles
- SCEE launch value pack containing PlayStation, two controllers and a memory card at £129

**July 1997**

- Sony Computer Entertainment Europe acquires Millennium’s Games Development Teams
- The studios are renamed Sony Computer Entertainment Cambridge. Their first product under this new name will be the much-anticipated Medieval.

**June 1997**

- Sony Computer Entertainment Europe announces its latest development in peripherals for the PlayStation - the Analog Controller - the latest development in hand-held controllers
- PlayStation becomes official partner of Prost Grand Prix

**May 1997**

- Worldwide PlayStation game consoles cumulative production and shipment as at end of May 1997 reached 16 million units:-

Japan	7.5 million units
North America	4.8 million units
Europe	3.7 million units
- PlayStation signs £10m+ Million Soccer deal to sponsor UEFA Champions League
- PlayStation production is increased to 1.5 Million Units per month

**April 1997**

- Sony Computer Entertainment Europe secures “Eighth Wonder” in Exclusive Deal

**March 1997**

- PlayStation game consoles cumulative production and shipment as at end of March 1997 reached 13.5 million units:-

Japan	6.5 million units
North America	4.0 million units
Europe	3.0 million units
- SCEE bring down the price of PlayStation from £199 to £129

- USA: PlayStation Game Console to retail for \$149 and PlayStation software to be targeted at a MSRP Of \$49.99 or less
- February 1997**
- PlayStation game consoles cumulative production and shipment as at 14<sup>th</sup> February 1997 reached 12 million units world-wide:-
 

Japan	5.6 million units
North America	3.8 million units
Europe	2.6 million units
  - SCEE announces the renewal of their long-term strategic alliance in all PAL territories with Namco Ltd
  - Namco, Sony Computer Entertainment, and Polygon Pictures announce establishment of world-class computer graphics studio – *Dream Pictures Studio Inc.*
  - Net Yaroze launches in Europe
- January 1997**
- SCEE announces the launch of the PlayStation Platinum software range
  - Square's, Final Fantasy VII sells over 3.5 Million units in Japan
- October 1996**
- PlayStation World-wide Shipments Hit 9 Million Units
- August 1996**
- PlayStation game consoles cumulative production and shipment as at August 1996 reached 7.2 million units world-wide:-
 

Japan	3.5 million
North America	2.1 million
Europe	1.6 million
- June 1996**
- Japan: Price drops under 20,000 Yen (SCPH-500) on sales (including 1 controller/SRP 19,800 Yen)
- May 1996**
- Europe: SCEE bring down the price of PlayStation in from £299 to £199
  - USA: Price drops to US \$199
- March 1996**
- Sony Computer Entertainment Europe's first in-house game is released 'Total NBA 96'
  - Over 700,000 PlayStation have now been shipped in Europe
- January 1996**
- 34 PlayStation titles have now been launched in Europe, 18 of them by third party licensees
  - Global sales of PlayStation hit 3.4 million units with 518,000 of those units sold through in Europe
- November 1995**
- PlayStation launches in Australia and New Zealand
- October 1995**
- PlayStation's first pan-European TV advertising campaign (SAPs) launched
  - Official PlayStation Magazine with monthly demo CD launched in UK
- September 1995**
- PlayStation launched in America; within two days it sold over 100,000 units, taking over \$45 million. (SRP US \$299)
  - PlayStation launched in Europe; within six weeks the UK installed base had risen to 50,000. Around 350,000 units were in customer's homes across Europe by Christmas 1995. Price £299
  - Namco's Tekken becomes first game to exceed 1 Million units sold
- May 1995**
- Japanese sales exceed 1 Million units of hardware

- January 1995**
  - Sony Computer Entertainment Europe office established – London, UK
- December 1994**
  - PlayStation launched in Japan (SRP 39,800 Yen)
  - Sony Computer Entertainment Europe host developers conference in London
- May 1994**
  - Sony Computer Entertainment America Inc. established (Foster City, CA)
- January 1994**
  - PlayStation hardware demonstrated to US Developers
- December 1993**
  - PlayStation hardware demonstrated to European Developers in new London HQ
- 1993**
  - PlayStation R&D project completed; Sony Computer Entertainment established and Ken Kutaragi becomes its Executive Vice President, R&D Division
- 1990**
  - PlayStation R&D project that had grown out of Sony's "System G" broadcast TV graphics project is formalised. Five-man team headed by Ken Kutaragi boosted to ten members