



Sony Computer Entertainment Australia brings the PSP™ (PlayStation®Portable) brand to life

SYDNEY - 10 August, 2005: Sony Computer Entertainment Australia (SCE Aust.), today unveiled their marketing strategy for the highly anticipated new brand, PSP™ (PlayStation®Portable), due to launch across Australia on September 1st.

Establishing a new product category, a \$5 million dollar investment has been made to take the PSP brand to 'entertainment seekers' across the country, redefining portable entertainment as we know it. PSP brings movies, music, photos and gaming together in a high-end portable device; a proposition that has broad-ranging appeal beyond the core audience of 18-34 year olds.

Travis Plane, Director of Marketing, SCE Aust. comments, "Historically, handhelds have been positioned almost exclusively in the youth market. With PSP, we're going to shake things up a little - just like we did with the original PlayStation back in 1995. Our product will sit with an older and far more diverse demographic, where users are coming from many different groups, backgrounds and cultures. We are launching a new product category from scratch and it will help to legitimise portable entertainment for an older audience".

The integrated marketing campaign revolves around four main layers; sampling, sponsorship, education and traditional above the line activity. It will be spearheaded by a new television commercial, shown today for the first time and supported by a new website dedicated to PSP www.yourpsp.com.au to act as a central hub for PSP users.

Mr. Plane continues, "We have invested in the development of a comprehensive website that will act as a base for PSP owners. The site will go far beyond game reviews. The aim is to maximise the consumers PSP experience by offering exclusive content, in-depth knowledge and a community of other PSP owners."

To differentiate the PSP from the established and hugely successful PlayStation®2 console, SCE Aust. has created a unique brand profile for the new multi-media device. Incorporating the more inviting, warmer colour palette of red and white, these colours will allow the creation of completely fresh, contemporary art direction that will set it apart from other PlayStation products.

Advertising, covering TV, print, online and outdoor, communicates the four key product functions via the use of icons (for photos, music, video and games).



A number of key sponsorships have also been utilised. Two major undertakings include an integrated partnership with the NRL to surprise football fans during the finals series, and naming rights for the Perisher Blue Superpipe (the largest skiing and snowboarding half-pipe in the southern hemisphere).

Travis Plane comments, "Sponsorships are another key area for us. For example, the Perisher Blue commitment will see a number of PSP 'ambassadors' taking to the slopes armed with PSP's to demonstrate the product to skiers and boarders first hand".

Other elements of the marketing campaign will cover product sampling via the use of dedicated trucks and trailers. The vehicles will visit high profile locations and the NRL and AFL final series matches. Product seeding within a number of key target groups will also be undertaken as well as a comprehensive education project with trade and retailers covering areas such as intensive training sessions, introduction nights and in-store brochures.

Since PlayStation Portable first launched in Japan in December 2004, sales of the product and associated software have been very strong. As of 20 July 2005 worldwide shipments (Japan, North America, East Asia) of PlayStation Portable had exceeded 5 million units, and the number of software units shipped is now over 11 million pieces.

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Contacts

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For general product information, please visit the Virtual Press Office at

www.scee.presscentre.com/au

Notes to Editors

The PlayStation Portable Value Pack retails at an impressive \$399.95. It contains an added-value package of accessories and entertainment content, including the PlayStation Portable system with a pouch, 32MB Memory Stick Duo™, Battery Pack, Headphones with Remote Control, AC Adaptor, Wrist strap, cloth and a video/music/game sampler Universal Media Disc™ (UMD™) including several non-interactive game demos.

About PSP™ (PlayStation® Portable)

PlayStation Portable is a new handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. With graphics rendering capability comparable to that of PlayStation®2, PlayStation Portable features a 4.3 inch widescreen, high-resolution TFT display. PlayStation Portable also adopts a newly developed compact but high-capacity (1.8GB) optical disc, Universal Media Disc (UMD), as its storage medium. With a wide range of accessories and connectivity options, including Memory Stick Duo™, USB 2.0, IR port and Wireless LAN.

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 104 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 June 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 20th July 2005, over 33 million PlayStation®2 units have been shipped across the PAL territories, over 91 million world-wide, making it one of the most successful consumer electronic products in history. Between the launch of the PSP in Japan in December 2005 and 21 July 2005, over 5 million PSPs have been shipped worldwide.

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About Sony Computer Entertainment Australia

Sony Computer Entertainment Australia (SCE Aust.) is responsible for the distribution, marketing, sales and network support of PS one®, PlayStation®2 and PlayStation Portable® software and hardware in Australia and New Zealand. Sony Computer Entertainment commenced trading in Australia in 1995. At the end of July 2005, over 2.2 million units of PlayStation®2 consoles had been shipped across Australia and New Zealand.

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More information about PlayStation products can be found at <http://www.scee.com> and www.au.playstation.com or visit the Virtual Press Office at www.scee.presscentre.com/au.