MEDIA INFORMATION
For Immediate Release

NEW PSP™ (PLAYSTATION®PORTABLE) COMES WITH ADVANCED HIGH CONTRAST LCD SCREEN AND BUILT-IN MICROPHONE
Hitting Australian Stores on 23rd October 2008

SYDNEY, October 2008 – Sony Computer Entertainment Australia (SCE Aust.) are pleased to confirm that the new PSP™ (PlayStation®Portable) handheld entertainment system (PSP-3000), will be available in Australian retail outlets from 23rd October 2008 with an RRP of $299.99.

While inheriting the basic design and functionality of the current "slim and light" PSP, the image quality on the new LCD screen is dramatically enhanced, and a built-in microphone is added to meet the PSP users' demand to enjoy games and content with voice input functionality without the use of a separate microphone.

Offering the highest-level contrast ratio, response time, and wider color gamut possible on a portable LCD screen, the new PSP is capable of displaying movies and photos in more natural and vibrant colors on its high resolution 4.3 inch wide screen. The new LCD screen adopts an anti-reflection technology, which enables users to see the screen more clearly in well-lit places, even when used outdoors. The built-in microphone will allow users to easily enjoy games that utilize a microphone[*1], as well as Skype™[*2] and other communication tools. Through these additional and upgraded features, not only will the PSP user experience improve, but content creators also will have more flexibility to develop creative, entertainment content for the new PSP.

Further expanding PSP's entertainment capabilities, the video-out port[*3] is also expanded to output gameplay in interlace format, which will allow new PSP users to enjoy games on non-progressive TVs by using separately sold cables. With the current "slim and light" PSP, games can be displayed on progressive TVs only.

Launching alongside the new model PSP on 23 October, will be the exclusive LEGO Batman: The Videogame PSP bundle with an RRP of $339.95. LEGO Batman: The Videogame is a fast-paced action adventure title for fans of all ages and is an excellent addition to the PSP (PlayStation Portable) portfolio.

ENDS

Notes to Editors:

*1 Microphone function can be used on games that are compatible with headsets.

*2 To enjoy Skype on PSP, users will require a Skype account, Memory Stick Duo™, a wireless Internet connection and a Headphone with Remote Control (PSP-S140) or Skype-compatible headphones. Users are recommended to speak closely to the microphone (approx. 10cm from the microphone).

*3 Video output cables (AV cable/ S VIDEO cable/ D Terminal AV cable/ Component AV cable) are sold separately. Product lineup may differ by country/ region.

PSP®(PlayStation®Portable) (PSP-3000) Product Overview

Product name	PSP®(PlayStation®Portable)
External dimensions	Approx. 169.4 x 18.6 x 71.4 mm / 6 ¾ x ¾ x 2 ¾ in (width × height × depth) (excludes largest projection)
Weight	Approx. 189g / 6.7 oz (including battery pack)
CPU	PSP CPU (System clock frequency 1-333MHz)
Main memory	64MB
Display	4.3 inches (16:9) full-transparent type, TFT drive, 480 x 272 pixel, Approximately 16,770,000 colors displayed
Sound	Built-in stereo speakers
Main input/ output	Wireless LAN (IEEE 802.11b)(Wi-Fi) High Speed USB (USB2.0) (mini-B) Memory Stick PRO Duo™ Analog Video Out Microphone
Main connectors	DC IN 5V connector DC OUT connector video out/headset connector USB connector Memory Stick Duo™ slot
Key/ Switches	Directional buttons (up/down/right/left), analog stick, Action buttons (triangle, circle, cross, square), L/R buttons START button, SELECT button, PS button POWER/HOLD switch, WLAN switch display button, sound button, volume (+/-) buttons
Power sources	Lithium-Ion rechargeable battery pack AC adaptor USB power supply
Internal disc drive	Read-only UMD™ drive
Supported profile	PSP® (PlayStation® Portable) Game UMD™ Video
Access control	Region code, parental control
Wireless communications	Infrastructure mode Ad hoc mode (connects up to 16 consoles)
Supplied accessories	AC adaptor Battery pack (1200mAh)

Supported codec (in Memory Stick)

Video	● Memory Stick Video Format 　◊ MPEG-4 Simple Profile (AAC LC) 　◊ H.264/MPEG-4 AVC Main Profile (AAC LC) ● MP4 File Format 　◊ MPEG-4 Simple Profile (AAC LC) 　◊ H.264/MPEG-4 AVC Main Profile- CABAC only - (AAC LC) / Baseline Profile (AAC LC) ● AVI 　◊ Motion JPEG (Linear PCM or µ-Lau)

Music	• Memory Stick Audio Format
	◊ ATRAC3™
	◊ ATRAC3plus™
	◊ MP3
	• MP3(MPEG-1/2 Audio Layer3)
	• MP4(MPEG-4 AAC)
	• WAVE(Linear PCM)
	• WMA(Windows Media® Audio 9 Standard only) [*4]
Photo	• JPEG (DCF2.0/Exif2.21compliant)
	• TIFF
	• BMP
	• GIF
	• PNG

*4 WMA Playback feature needs to be enabled.

Release Date: 23 October 2008
Price: $299.95 RRP
Platform: PSP™ (PlayStation®Portable)

For further information on PlayStation products, go to www.scee.presscentre.com/au

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About Sony Computer Entertainment Europe Ltd
Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION®3, PlayStation®2, PSP™ (PlayStation®Portable) and PLAYSTATION®Network software and hardware in 99 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Since the launch of PLAYSTATION 3 in November 2006, over 12.5 million units have been sold globally and continue to be sold at a record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 129 million systems worldwide. Since its launch at the end of 2004, over 37.5 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, over 9 million people have registered to the PLAYSTATION Network, the free-to-access interactive environment, and 160 million items have been downloaded.

About Sony Computer Entertainment Australia
Sony Computer Entertainment Australia (SCE Aust.) is responsible for the distribution, marketing, sales and network support of PLAYSTATION®3, PlayStation®2 and PSP® (PlayStation®Portable) and PLAYSTATION®Network software and hardware in Australia and New Zealand. SCE Aust. commenced trading in 1995**.**

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

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