



Press Information
For Immediate Release

PlayTV unlocks Free Digital TV on PLAYSTATION®3 **Watch, record and replay your favourite TV shows on demand**

- **It's a one-off buy that turns your PS3™ into a digital TV tuner and video recorder**
- **Record programmes to watch when you want – you're the one in control**
- **First demonstration takes place at Leipzig Games Convention this August**

Leipzig, 22 August 2007: Want hassle-free TV viewing with a wealth of choice and the capacity to pause and record live programmes? Look no further than PLAYSTATION®3. Sony Computer Entertainment Europe has announced the introduction of **PlayTV** - the software that turns your PLAYSTATION®3 into Personal Video Recorder (PVR).

Want to watch, pause and record live TV from a huge range of free channels? No problem. Want to record a programme while watching something else? **PlayTV** can do that. Want to record a whole series¹ to view at your leisure – or to watch on your PSP™ (PlayStation®Portable)? Consider it done.

“The introduction of **PlayTV** really does extend the already broad entertainment credentials of PS3 and makes it an exceptionally attractive proposition for the whole family this Christmas,” said David Reeves, President of Sony Computer Entertainment Europe. “PS3 already provides High Definition gaming, Blu-ray movies, music, video, photo album, web browsing and PLAYSTATION®Network support. With the introduction of **PlayTV**'s state of the art TV tuner and PVR functionality, PS3 is now the best choice of home entertainment hub for the whole family.”

Available in early 2008, **PlayTV** provides the sort of features you'll only find on the most expensive PVRs:

- **Two High Definition-ready TV tuners:** both able to view, record and play TV in High Definition as well as standard definition.

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- **Electronic Programme Guide²:** an incredibly user-friendly seven-day interface that provides the navigation for programming the PVR features of **PlayTV** – it's lightning fast and simple to use with either PS3's SIXAXIS™ controller or the Blu-ray Remote Control.
- **Compatibility:** **PlayTV** operates on the widely available Digital Video Broadcasting – Terrestrial (DVB-T) format.
- **Easy to use:** Intuitive controls, single button help features, tutorial videos and simple navigation make **PlayTV** a joy to use compared with the complex navigation of other PVR models.

Optional on-screen graphical display provides a wealth of information about the status of **PlayTV** and provides quick access to programme information, stored TV programmes and the controls to pause or record live TV.

PlayTV will also set the correct interface for either Standard Definition or High Definition displays automatically for a hassle-free viewing experience.

- **Portable viewing with PSP:** Seamless PSP connectivity allows you to set recordings, watch Live TV and recorded TV programmes remotely on the PSP via a WiFi connection (using Remote Play feature) – or you can transfer video files to your PSP via USB cable.
- **It's future-proof:** PlayTV will evolve with time – with new features added and updated via the PLAYSTATION®Network.

PLAYSTATION 3 was already more than a games console; now, it's a TV tuner as well – PlayTV is one more reason why PS3 should be right at the centre of your living room.

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For more information, please contact your local PR manager

Notes:

1. Series recording currently only available in the UK.
2. Subject to availability, country dependent.

Notes to Editors:

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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 and PSP™ (PlayStation®Portable) software and hardware in 102 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 Europe on 23 March 2007 and the end of March 2007 over 1.6 million units have been shipped across the SCEE territories, over 5.5 million globally. Between its European debut on 24th November 2000 and the end of March 2007, over 44 million PlayStation 2 consoles have been shipped across the SCEE territories, over 117 million worldwide, making it one of the most successful consumer electronic products in history. Between its European debut on 1st September 2005 and the end of March 2007, over 8 million PSP systems have been shipped across the SCEE territories, with over 25 million shipped worldwide since its Japanese launch in December 2004.

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

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