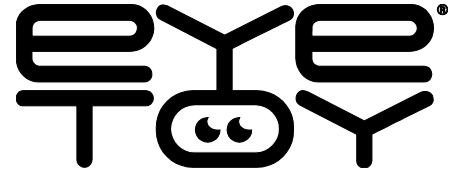




Press information  
For immediate release



## The bigger picture: EyeToy sales top 5 million

- **The EyeToy USB Camera transforms gaming landscape**
- **Sales set to soar with Christmas release of major new EyeToy titles**
- **Interactive gaming takes PlayStation appeal to new audiences**

<insert date> Everyone seems to be 'doing the EyeToy'. New figures released from Sony Computer Entertainment Europe (SCEE) reveal that just under 5.5 million EyeToy cameras have been sold across SCEE territories since its launch in July 2005. The pioneering EyeToy technology has revolutionised the gaming landscape and put PlayStation 2 firmly at the forefront of entertainment innovation. With the upcoming release of major EyeToy titles, EyeToy: *Kinetic*, SpyToy™ and EyeToy®: *Play 3* this Christmas, the sales figures look set to keep on rising.

'Doing the EyeToy' couldn't be easier – simply plug the EyeToy USB Camera into your PlayStation 2 USB socket and sit it on top of your TV. Let the technology of the EyeToy USB Camera put you in the picture by grabbing your image, and use the motion of your body to drive the action on screen. From working up a sweat with *EyeToy: Kinetic* to bell ringing in the wacky *EyeToy: Play 3* games compendium, EyeToy puts you right in the middle of the action in a unique, interactive and entertaining way.

The use of the EyeToy USB Camera has broken the boundaries in the EyeToy: Play series of games. In addition, EyeToy technology has been used to compliment other SCEE titles, such as SingStar®, Buzz™! and Stuart Little™3: Big Photo Adventure.

The EyeToy phenomenon is supported by **eyetoy.com** – a brand new website designed to be the first stop for all the latest EyeToy information and tips. Featuring news and previews of the EyeToy games catalogue, screen shots and movie clips from games, and exclusive competitions and downloads from EyeToy: Kinetic to Antigrav™, SpyToy to EyeToy: Chat, **eyetoy.com** brings you the inside info on the 'Big List' of EyeToy games from SCEE.

As the popularity of EyeToy continues to grow, SCEE is busy developing exciting new titles to exploit the technology and widen the PlayStation experience and appeal. So, keep checking **eyetoy.com** for the lowdown on the next fabulous EyeToy experience.

**-Ends-**

For more information please contact your local PR manager

### **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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