



Children's Consumer Release



Press information  
For immediate release

## EyeToy: Play 3 – The most fun in the whole universe!

- Tons of mini-games, bowling, head-swapping, DJ'ing and more...
  - Get up to mayhem in the amazing *PlayRoom*
  - Whatever you do, do the EyeToy: Play 3!

<insert date> *Newsflash*: Calling all fun loving kids... **EyeToy®: Play 3** is the latest craze sweeping the universe and is out now for you to enjoy! Fresh from Sony Computer Entertainment Europe and SCEE London Studio, **EyeToy: Play 3** brings its unique brand of interactive mayhem into your homes, so you and three mates can compete in the wildest, liveliest and funniest games the universe has ever seen. The fun is spread over four categories of music, sport, variety and party... and the out-of-this-world antics continue in the top secret *PlayRoom*!

Plug in the EyeToy USB Camera, take your place on screen and get ready for the wackiest games in the galaxy. Feeling **sporty**? Go bowling with your friends, play beach volleyball on a rainy day, go for touchdown in an American Football stadium and experience full on Olympic drama in the athletics tournament.

In the mood for a **party**? Get ready to win the affection of cute Kitty by ringing bells, rolling logs and bursting balloons to win a fish to woo the cat in '*Kitty loves me*'! Jump up and down like a manic monkey, crush buildings and eat bananas... earned by winning zany mini-games.

Want **variety** – you've got it! From the *Boot Camp* (Sir, Yes, Sir) to the *Beauty Salon*, work up a sweat or do your nails – the choice is yours. If you want a break from the pressures of looking beautiful or army life, take a deep breath and enter into the Haunted Mansion and go for the spooky *Ghost Grab* ...

Always wanted to be in a band? Think you can scratch those decks as a superstar DJ? Take to the stage and make great **music**. Smartest clothes please, as you pick up the baton and conduct the orchestra in *Maestro Clash*, play to win the battle of the bands in *Be the Band* and keep pace with the MC in *DJ* mode....

And things only get more weird and wonderful in the PlayRoom... once you find it you'll never want to come out! Become a crazy scientist and conduct bizarre experiments in the *Laboratory*. Head Swap with your friends ... just make sure you don't walk off with the wrong one! Make a brand new person's face – by mixing together your face with your friend's with the nutty **Face Mixer Machine**, or why don't you all pop in to the *Photo Booth* and capture some silly snaps – then save them forever to remind you of all the fun...

The *Fun Zone* is packed full of more treats for you to enjoy. Create strange music, play back to front kung-fu and watch as your room is transformed into a woodland paradise in the *Wild Fauna* zone... sssssh, keep quiet or you will frighten the animals!

**EyeToy: Play 3** is packed full of loads more crazy games and mysterious modes – far too many for us to mention here, and some so secret you'll have to find them out for yourself. The **Recog-Cam™** reveals hidden images and the **Motion-Cam™** puts you right in the middle of super-special effects...

**EyeToy: Play 3** is so much fun even aliens are doing the EyeToy! So get your friends over and get involved in this crazy world!

See you on planet EyeToy...

**-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.

PlayStation and the PlayStation logo, PS one and PS2 are registered trademarks of Sony Computer Entertainment Inc. PSP and UMD (Universal Media Disc) are trademarks of Sony Computer Entertainment Inc. All other trademarks are property of their respective owners.

More information about PlayStation products can be found at <http://www.scee.com> , [www.yourpsp.com](http://www.yourpsp.com), [www.eyetoy.com](http://www.eyetoy.com) and [www.playstation.com](http://www.playstation.com). or visit the Virtual Press Office at [www.scee.presscentre.com](http://www.scee.presscentre.com).

EyeToy®: Play 3 ©2003-2005 Sony Computer Entertainment Europe. Published by Sony Computer Entertainment Europe. Developed by SCEE London Studio. EyeToy is a registered trademark of Sony Computer Entertainment Europe. All rights reserved.