



Consumer Christmas Release



Press information
For immediate release

Hear those church bells ringing? Do you fancy ringing them yourself? You can with EyeToy: Play 3!

- Gather round PlayStation 2, it's time to 'do the EyeToy'...
- Zany family fun, with bowling and head-swapping after Christmas dinner!
- Simple to set up, 50 mini-games and a bonus PlayRoom

<insert date> Looking for something a bit different this Christmas? Fed up with watching repeats on TV? Think you are ready to experience **EyeToy®: Play 3**? With everything from *Boot Camp* to *Volleyball*, *Ghost Grab* to the *Face Mixer Machine*, there is something for everyone in this wacky interactive experience. Brought to you by Sony Computer Entertainment Europe and SCEE London Studio, **EyeToy: Play 3** captures your image and puts you in the middle of the action – using the motion of your body to interact with objects on screen. With up to four players able to compete at the same time, this is a real team challenge, so get your friends and family involved in the mad world of **EyeToy: Play 3** this Christmas!

Whether you are feeling **sporty**, in the mood for making **music**, up for a **party** or just fancy a trip to the *Beauty Salon*, **EyeToy: Play 3** has got it covered. If you want the challenge of a full-on tournament then go head-to-head in **six Olympian sports** in the *Athletics* stadium. *Bowling* anyone? Get so close to the action that your face appears on the bowling ball! Go on a *Monkey Rampage* and compete in challenges to win bananas and crush buildings by making your monkey persona jump up.

If you have always wanted to be in a band but weren't allowed a drum-kit, then it's **EyeToy: Play 3** to the rescue again... *Be The Band* lets you indulge your rockstar fantasies and jam away to your heart's content – watch the crowd go wild! Take to the decks in the DJ mode or put on your dinner suit and rise to the challenge of the *Maestro Clash* as you conduct your way through the very best classical music.

Not only are there 50 hilarious mini-games to have fun with, **EyeToy: Play 3** includes bonus games, hidden messages and the top-secret **PlayRoom** that includes the **Laboratory** and the **Fun zone**. Get up to all sorts of scientific mayhem in the *Laboratory* where EyeToy technology gets serious with *head-swapping* and *face-mixing*. If that is not enough, then take a trip into the *Fun zone* where you can challenge your mum to an unusual back-to-front game of kung fu, or get closer to nature with *Wild Fauna* and watch in amazement as your room is turned into a woodland paradise!!

EyeToy: Play 3 is jam packed with the most unusual fun and games you will ever experience – it really has to be played to be believed. Easy to set up, **EyeToy: Play 3** will get everyone up off the couch and jumping around the room, and there's nothing like *Bell Ringing* to stir up the festive spirit...

Our only warning – once you start 'doing the EyeToy', things will never be the same again!

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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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