



eyetoy.com - New Website Release



Press information
For immediate release

EyeToy has a new home on the web: all-new eyetoy.com

- **Get the inside story on the camera that has revolutionised gaming**
 - **Uncover the secrets behind SpyToy & EyeToy: Play 3**

<insert date> Everybody is talking about the **EyeToy®** USB Camera that has transformed the face of gaming. Gamers all over the world have been getting up off the couch and '*doing the EyeToy*', and now there is a great new EyeToy website, www.eyetoy.com – the first stop for all the latest EyeToy information.

'Doing the EyeToy' couldn't be easier – simply plug it in to your PlayStation®2 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 then use the motion of your body to drive the action on screen. So what are you waiting for? Head straight to **eyetoy.com** to get the lowdown on the fabulous EyeToy experience.

Eyeto.com is the sparkling new website and the first stop for all your EyeToy needs. It features the latest news and previews of the upcoming EyeToy games like EyeToy: Play 3 and Spy Toy™. The site also holds a back catalogue, 'The Big List', of screen shots, movie clips and game microsities from EyeToy games that have already been released. In addition, eyetoy.com provides information on games which can be enhanced by using the EyeToy USB Camera such as SingStar®, Buzz™! and Stuart Little™3: Big Photo Adventure.

The fun and games zone is packed full of exclusive competitions and downloads. Tune in to *Channel YO!* and play some of the cool mini-games, including *Splash Attack*, *YO! Balance* and *Catcher's Mit*. Send e-cards, try out the new downloads or just sit back and enjoy the YO! comic strips – and see what YO! gets up to when no one is around!

Join **Club EyeToy** to track down the secret address of the gorgeous virtual *Club EyeToy Lounge* – so exclusive that it moves to a secret web address every month! With its hilarious 'toons, games and competitions for members, **Club EyeToy** is open for business, so drop in and have some fun on the all-new **eyetoy.com**.

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

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