



FOR IMMEDIATE RELEASE

PLAYSTATION®MOVE MOTION CONTROLLER DELIVERS A WHOLE NEW ENTERTAINMENT EXPERIENCE TO PLAYSTATION®3

New PlayStation®Move Sub-Controller, Enabling Intuitive Navigation, to Accompany the Release of the Motion Controller This Fall (Australian Spring) and 36 Developers and Publishers to Support PlayStation®Move Platform

Sydney, March 11, 2010 – Sony Computer Entertainment (SCE) today announced that PlayStation®Move motion controller for PlayStation®3 (PS3™) computer entertainment system, launches worldwide this fall (Australian Spring), offering a motion-based, high-definition gaming experience unlike anything on the market. Concurrently with its launch, SCE will also release PlayStation®Move sub-controller to be used along with the motion controller for intuitive navigation of in-game characters and objects. The PlayStation Move platform, including the motion controller, sub-controller, and PlayStation®Eye camera^{*1}, together with a strong lineup of software titles, will deliver an innovative and highly immersive experience on the PS3 system.

The combination of the PS3 system and PlayStation Eye camera detects the precise movement, angle, and absolute position in 3D space of PlayStation Move motion controller, allowing users to intuitively play the game as if they themselves are within the game. PlayStation Move motion controller delivers unmatched accuracy through its advanced motion sensors, including a three-axis gyroscope, a three-axis accelerometer, and a terrestrial magnetic field sensor, as well as a color-changing sphere that is tracked by PlayStation Eye camera. Through PlayStation Move system, both fast and subtle motion can be detected, whether the user is swinging a tennis racket, or painting with a brush. With PlayStation Move motion controller, users can provide direct input through action buttons and an analog trigger, while receiving physical feedback from rumble functionality and visual feedback from the sphere's ability to display a variety of different colors. Furthermore, PlayStation Eye camera can capture the player's voice or image, enabling augmented reality experiences.

The newly announced PlayStation Move sub-controller is a one-handed controller, developed to further expand the game play options that PlayStation Move games can offer^{*2}. PlayStation Move sub-controller features a sleek curved design that pairs with the motion controller and comes with an analog stick and directional buttons that allow users to easily control the game when moving characters or choosing a direction. Like all other Wireless Controllers for the PS3 system, it comes with a built in lithium-ion rechargeable battery as well as Bluetooth® technology, enabling the controller to transfer the input information wirelessly to the PS3 system without a cable. PlayStation Move motion controller and sub-controller will further broaden the gaming experience on the PS3 system for all genres, from games that use one motion controller to games that use both controllers.

The introduction of PlayStation Move controllers has been well received within the industry and now 36 third party developers and publishers^{*3} have decided to support PlayStation Move platform. In fiscal year 2010, SCE Worldwide Studios will also release more than 20 games that are either dedicated to or supported with the PlayStation Move platform.

SCE, with strong support from software developers and publishers, will deploy various measures to enhance the PlayStation Move software title line-up and vigorously promote the PS3 platform.

*1 Users will need to use the PlayStation Eye camera to enjoy PlayStation Move motion controller on PS3.

*2 DUALSHOCK® or SIXAXIS® Wireless Controller can also be used in place of the sub controller.

*3 Please refer to the attached list below for detail.

PlayStation®Move Logo



Product Outline**PlayStation®Move motion controller**

Product name	PlayStation®Move motion controller
Product code	CECH-ZCM1
Release date	Fall 2010
Recommended retail price	To be decided
Color	Black
Mass	Approx. 145 g
External dimension	Approx. 200mm x 46mm (height x diameter)
Battery type	Built-in, rechargeable lithium-ion battery
Voltage	DC 3.7 V
Operating temperature	5°C~35°C

PlayStation®Move sub-controller

Product name	PlayStation®Move sub-controller
Product code	CECH-ZCS1
Release date	Fall 2010
Recommended retail price	To be decided
Color	Black
Mass	Approx. 95 g
External dimension	Approx. 138mm x 42mm (height x diameter)
Battery type	Built-in, rechargeable lithium-ion batter
Voltage	DC 3.7 V
Operating temperature	5°C~35°C

Third Party Developers and Publishers Supporting PlayStation®Move platform

Company Name (in alphabetical order, as of March 10, 2010)
505 Games U.S.
Activision Publishing, Inc.
AQ INTERACTIVE Inc.
ARC SYSTEMS WORK CO.,LTD
ATLUS Co., LTD.
Bigben Interactive
CAPCOM CO., LTD.
CCP
Crave Entertainment
CYBERFRONT Corporation
Disney Interactive Studios
Electronic Arts Inc.
FromSoftware, Inc.
Game Republic, Inc.
GUST CO., LTD.

HUDSON SOFT CO., LTD.
IREM SOFTWARE ENGINEERING INC.
Koei Co., Ltd.
Konami Digital Entertainment Co., Ltd.
Majesco Entertainment
Marvelous Entertainment Inc.
NAMCO BANDAI Games Inc.
ONGAKUKAN Co., Ltd.
Oxygen Games
PAON CORPORATION
Q Entertainment Inc.
Q-GAMES, LTD.
SEGA CORPORATION
Sony Online Entertainment
Spike Co., Ltd.
SQUARE ENIX GROUP
TECMO, LTD.
THQ Inc.
UBISOFT®
Warner Bros. Interactive Entertainment
Zoo Entertainment, Inc.

* Third party developers and publishers supporting PlayStation Move platform may vary among countries and regions.

ENDS

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About Sony Computer Entertainment Inc.

Recognised as the global leader and company responsible for the progression of consumer-based computer entertainment, Sony Computer Entertainment Inc. (SCEI) manufactures, distributes and markets the PlayStation® game console, the PlayStation®2 computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system and the PlayStation®3 (PS3®) system. PlayStation has revolutionized home entertainment by introducing advanced 3D graphic processing, and PlayStation 2 further enhances the PlayStation legacy as the core of home networked entertainment. PSP is a handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. PS3 is an advanced computer system, incorporating the state-of-the-art Cell processor with super computer like power. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc., Sony Computer Entertainment Europe Ltd., and Sony Computer Entertainment Korea Inc. develops, publishes, markets and distributes software, and manages the third party licensing programs for these platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, SCEI is an independent business unit of the Sony Group.

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