

Sony Computer Entertainment Australia Media Bulletin

June 2010

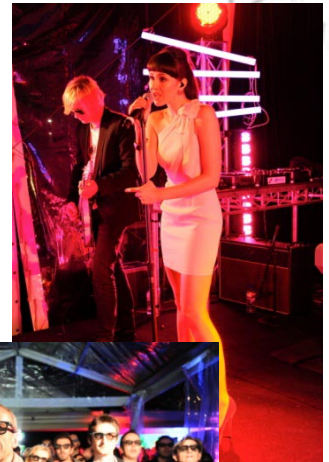
PlayStation News

3D Comes Home with PlayStation and Sony Australia

PlayStation® 3 – the only home console to deliver real high definition 3D experiences – is now 3D-ready for stereoscopic games.

As announced on 2 June, Sony's early release 3D TVs, the Bravia HX8000, will be offered with a package including:

- 3D ready PlayStation 3
- Two pairs of Sony 3D glasses
- A Sony 3D transmitter
- Four 3D stereoscopic PS3 game experiences accessible through the PlayStation Network;
 - WipEout HD (full game)
 - PAIN (three 3D episodes plus a 2D tutorial)
 - SuperStardust HD (full game) and
 - MotorStorm Pacific Rift (single level demo)



Attendees at an exclusive Sydney launch event were treated to a preview of MotorStorm Pacific Rift in 3D and a taste of the first Sony 3D music video shot in Australia. Performed by Sony Music act Rogue Traders and featuring Sydney FC team members, the "Hearts Beat as One" music clip is the Qantas Socceroos' 2010 FIFA World Cup anthem.

Used to capture the Rogue Traders' 3D music video, Sony's 3D professional equipment is the industry standard. Sony's 3D equipment is employed by the majority of broadcasters, used for the live 3D broadcast of the 2010 FIFA World Cup and the Sony Open PGA Golf Tournament, as well as the first live Australian 3D broadcast, the Qantas Socceroos' farewell match on 24 May 2010.

Fire up the PlayTV for the World Cup

From June 11 to July 11, Australian Football fans will be turned into nocturnal creatures to watch the games live from South Africa. To salvage your sleep and social habits, it is the time for your Play TV to come into its own. With the ability to record all free to air, including digital, channels, just click on television icon on the cross media bar to record matches in the early morning. You can then watch the matches on your home PS3 or PSP at your convenience.

Go the Socceroos!



PlayStation Life in 2010

Sony Computer Entertainment Australia (SCE Aust.) recently made a series of major announcements set to revolutionise entertainment in the home, and on the go. Developments in 2010 will see more entertainment content, more available on demand and more innovations from PlayStation, as it showcased a range of exciting new products and services at an exclusive event in Sydney.

Michael Ephraim, SCE Managing Director, was joined by Alison Turner, Director of Marketing and Programming for Sony Network Entertainment Europe, and Australian Actress, Radha Mitchell, to launch the new PlayStation Network Video Delivery Service on Australian shores.

Speaking at a press event, at the PlayStation house in South Coogee, Radha Mitchell said, "If you have a PS3 console you will be able to access 600 of your favourite movies on demand anytime, anywhere, any night. They'll (SCE Aust) will be adding 50 more movies a month to that catalogue. So that's very exciting."

"The launch of the PlayStation Network video delivery service in Australia this week extends the PlayStation entertainment offering and provides our consumers with another way to access and enjoy their favourite movies, whether at home or on the go," said Michael Ephraim, Managing Director, SCE Aust.

After the press conference, SCE Aust hosted an event for community members who were given an exclusive look at the PlayStation Network Video Delivery Service, Australia's first hands on with 3D gaming and the PlayStation Move motion controller.



PlayStation®Network Video Delivery Service

The game really is just the start of the home entertainment experience with the launch of the PlayStation®Network Video Delivery Service. Australians will now be able to enjoy movies on demand, with hundreds of titles available to rent or own, at the click of button.

Movie lovers can now watch more of what they want, when they want, with the PlayStation Network Video Delivery Service, available on PlayStation 3 and PSP. A wide range of titles will be available in High Definition and Standard Definition, from all the major movie studios, with additional content being added weekly. This brand new service went live across Australia at 1am, Thursday 20 May 2010.



First Australian Hands-on Session with PlayStation®Move Motion Controller

Adding further innovation to the full entertainment suite provided by the PlayStation 3, this year SCE Aust. will release PlayStation®Move motion controller – a motion based games experience unlike anything on the market. It will deliver a high definition, precise and accurate entertainment experience due to the unique interaction with the PlayStation®Eye camera. At the PlayStation house, SCE provided the first Australian hands on demonstration with motion control and a sample selection of gaming titles that Australian consumers can expect to see available at launch later this year.



“PlayStation Move launches in Australia later this year, and will provide a high definition games experience like no other. It puts you right at the centre of the action; with unmatched accuracy, speed and precision provided through the unique interaction of the motion controllers and the PlayStation®Eye camera. A broad range of titles are in the pipeline that will appeal to every genre and taste plus it’s fun and it’s social,” said Michael Ephraim, Managing Director, SCE Aust.

MUBI

Immerse yourself in cinema at home with MUBI

Sony Computer Entertainment Europe [SCEE] has announced a partnership with leading online film library MUBI, to bring to PlayStation®3 (PS3™) a new service that will break open the world of independent, international and classic cinema, and introduce PS3 owners to movies outside the mainstream realm. MUBI will be a free, downloadable application that gives PS3 owners the key to the ever-expanding film library, packed to the rafters with acclaimed independent, foreign and classic films to stream on demand.

This spring, Australian PS3 users will have access to a treasure trove of celluloid curated by experts - so that even non-experts can enjoy what might otherwise take a lifetime to discover. MUBI will offer more than 300 films at launch from directors from Audiard to Zeferelli; and they're all going to be available to stream directly to your PS3. You'll get to discover movies you never dreamed about, watch your choice of films whenever you like, and talk about the ones you love with your friends.

So how will it all work? First, you download the free MUBI application from PlayStation®Store. Then, you open it up and start watching – it's really that easy. You find exclusive online premieres, Oscar-winners, Palme D'Or winners, collaborations with international film festivals, and so many other choices you might not know where to start. But MUBI offers a whole community of film loving fans so that help is always at hand

Find out more at www.au.playstation.com/mubi

Warm up for winter with PSP™go and ten of the hottest PSP games



Sony Computer Entertainment Australia (SCE Aust.) has kicked off a season of pocket-sized entertainment with a new promotion for PSP™go (PlayStation®Portable).

Starting on 10 June and for a limited time only, SCE Aust. is giving new PSPgo owners (aged 18 and over) in Australia a head start on their game collection with ten games to download from PlayStation®Store, absolutely free!

Offering a vast choice of entertainment, the sleek, slim-line PSPgo comes packed with 16GB of inbuilt storage space – so you can take all your favourite games, music, photos and more with you wherever you go. And with ten of the best PSP titles on offer, now you can get your hands on the hottest piece of kit for winter at even better value. You'll be spoilt for choice with the ten pre-selected titles on offer:

- Assassins Creed: Bloodlines™ (Ubisoft)
- Grand Theft Auto: Vice City Stories (Rockstar Games)
- Gran Turismo™ (SCE WWS)
- James Cameron's AVATAR™: The Game (Ubisoft)
- LittleBigPlanet™ (SCE WWS)
- MotorStorm® Arctic Edge (SCE WWS)
- NEED FOR SPEED SHIFT (EA)
- Pursuit Force™: Extreme Justice (SCE WWS)
- 2010 FIFA World Cup South Africa™ (EA)
- WipEout® Pure (SCE WWS)



Find out more at: www.au.playstation.com/pspgopromotion

Gaming News

Sackboy is back in LittleBigPlanet™2!

SCE Aust recently announced the return of the world-conquering, award-collecting Sackboy in LittleBigPlanet™2 for PlayStation®3 (PS3™) – a game that will let your creativity run riot in ways you never imagined. Developed by the visionary team at Media Molecule, LittleBigPlanet 2 will provide fans with a new means to PLAY, CREATE, and SHARE, including a revamped graphics engine supplying stunning visuals, a fresh storyline, added accessories and equipment for SackBoy, and revolutionary gameplay mechanics providing players a level of control and customization. This time, the game in the box really is just the start.

Since launch, more than 2 million levels have been created by LittleBigPlanet fans, and uploaded to share with the rest of the community. Now, LittleBigPlanet 2 will explode the concept of Creative Gaming, offering exciting and unprecedented new possibilities – as well as backwards-compatibility with all of the existing LittleBigPlanet community levels and content.

In LittleBigPlanet 2, you can create not just levels, but whole new games. Racing games, shooters, platform challenges... cookery simulators even; if you can imagine it, you'll be able to make it. Sackboy's new set of simple but wonderfully powerful tools lets you create contraptions whose behaviour you can control, and populate new landscapes with Sackbots – automated characters who can help or hinder players.

Find out more at www.littlebigplanet.com/2



Killzone®3 announced for PlayStation®3 [PS3™] in Stereoscopic 3D

Bringing back ferocious action on a grand scale, Killzone®3 is an explosive cinematic experience more intense than ever before. Loaded with more vehicles, explosive high powered weapons and a vicious close-combat system, resume the fight against a remorseless Helghast Army of colossal proportions.

With levels ten times bigger than in Killzone 2, this is Helghan like you've never seen it before. You'll face brutal combat in a host of environments that threaten to bury you on the deadly planet. Killzone 3 will see you trudge through toxic nuclear wastelands, get lost in a lethal alien jungle, fight in bitter arctic conditions and take the battle into space as you fight against Helghast domination – with every location featuring a distinct gameplay style for you to master.

Killzone 3 will be fully playable in Stereoscopic 3D, immersing you more deeply into the ferocious world and putting you at the heart of the action. But be careful. While you experience this world in incredible, High Definition, Stereoscopic 3D detail – you'll learn to fear what's around every single corner.

Prepare for battle! Find out more at www.killzone.com

Become Top of the Pop with SingStar® Chart Hits

Fancy yourself as the next Lady Gaga, or are the Pussycat Dolls more your style? Sony Computer Entertainment Australia (SCE Aust.) recently announced SingStar® Chart Hits, a compilation of solid gold hits which will help you answer the question and allow you to live out your diva dreams on both PlayStation®2 (PS2™) and PlayStation®3 (PS3™) this July.

With a gold star range of chart topping tracks to choose from, you can pit your vocal skills against artists ranging from Mika, with We Are Golden, to La Roux's Bulletproof. Or, perhaps you're destined to be the next Australian Idol after perfecting Wes Carr's *Feels Like Woah* or Guy Sebastian's *Art of Love*. You can also rock out with Australian indie favourites Wolfmother and The Presets.

SingStar Chart Hits will be available on PS2 and PS3 from July, 2010



Recently Released Games

PlayStation®2

Title: SingStar The Wiggles
Developer: SCEE
Launch Date: 27 May 2010
Genre: Music
Rating: G
RRP: \$49.95

SingStar® The Wiggles brings families together, as parents and children sing along to their favourite songs. The Wiggles have become a worldwide phenomenon over their career, selling over 23 million DVDs and 7 million CDs worldwide.

Now, with their first ever full computer game release, The Wiggles fan can experience the interactive and rewarding experience of singing along to their favourite tunes.



Title: ModNation Racers
Developer: United Front Games
Launch Date: 20 May 2010 TBC
Genre: Racing
Rating: G
RRP: \$109.95 / \$49.95

ModNation Racers: A new type of racing game that puts you in the driving seat and lets you run riot with your creativity. ModNation Racers is fast, easy, funky, stylish – and downright fun. The PSP version will have all of the features of the PS3 version, with players able to create and upload their own racetracks to share with kart-racing lovers around the world, and race with up to six people in PSP's Ad Hoc mode or online. ModNation Racers isn't just a world of fast, furious and fun kart racing – it's your own personal playground with your dream tracks and dream racers.





Title: **God of War Collection**
Developer: Santa Monica Studio
Launch Date: 29 April 2010
Genre: Action
Rating: MA 15+
RRP: \$59.95

The critically acclaimed God of War® franchise, God of War® Collection. Scheduled for release April 2010, God of War Collection will feature reworked versions of both God of War® and God of War® II on a single Blu-ray Disc™ at full 1280 x 720 resolution.

Both critically acclaimed games, which were originally developed for the PlayStation®2 computer entertainment system, have been remastered with anti-aliased graphics running at 60 frames per second for a smooth gameplay experience on the PS3 system. Additionally, the Blu-ray Disc compilation will bring PlayStation®Network (PSN) trophy support to the franchise for the first time (included for both games).

Consumer information for all games available from www.playstation.com.au



Games Announced for 2010

July 2010	SingStar Chart Hits	PlayStation 3 and PlayStation 2
2010	SingStar The Wiggles	PlayStation 3
2010	LittleBigPlanet2	PlayStation 3/ PSP/PSPgo
2010	Killzone 3	PlayStation 3