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**PLAYSTATION®3 LAUNCHES  
ON NOVEMBER 17, 2006 IN NORTH AMERICA**

*Equipped with Blu-ray and Pre-Installed HDD  
United States: US \$499 (20GB HDD) and US \$599 (60GB HDD)  
Canada: CAN \$549 (20GB HDD) and CAN \$659 (60GB HDD)*

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**Los Angeles, May 8, 2006** – Sony Computer Entertainment America (SCEA) announced today that it would launch PLAYSTATION®3 (PS3) in “Clear Black” in North America on November 17, 2006, as part of a worldwide simultaneous launch.

PS3 is the most advanced computer system that serves as a platform to enjoy next generation computer entertainment contents in the home, realized through the combination of Cell and RSX™ processors, in addition to the playability of a vast catalog of PlayStation® and PlayStation®2 software titles.

Having Giga-bit Ethernet and a pre-installed hard disk drive (HDD) as standard in PS3, users will be able to download a variety of contents as well as access on-line games and services over the network.

Equipped with basic input/output ports, PS3 supports a broad range of displays from conventional NTSC/PAL standard TVs to the latest full HD (1080i/1080p) flat panel displays, offering the joy of the most advanced computer entertainment contents to homes around the world. For use in living rooms, maximum heat and noise reduction has been achieved with a noise level equivalent to that of the current slim-line PlayStation 2.

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With the overwhelming computational power of the Cell processor, PS3 is capable of playing back content from Blu-ray (BD) disc at a bit rate of multiplex 48Mbps with ease, the maximum bit rate defined in BD standards.

The new controller for PS3 has been created by refining and improving the world's most popular PlayStation controller which has shipped more than several hundred million units worldwide. The controller for PS3 employs a high-precision, highly sensitive six-axis sensing system that is capable of processing all parameters within the controller itself, thereby eliminating the need for any additional settings on the display system. By applying this technology, it will become possible to freely control the PS3 system over the network.

While further enhancing the joy of entertainment on PlayStation 2 and PSP™ (PlayStation®Portable) system, SCEA will vigorously promote PS3 as the next generation computer entertainment platform.

#### **About Sony Computer Entertainment Inc.**

Recognized 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 upcoming, much-anticipated PLAYSTATION®3 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 new handheld entertainment system that allows users to enjoy 3D games, with high-quality full-motion video, and high-fidelity stereo audio. PLAYSTATION 3 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, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

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<PLAYSTATION®3 >

Product name		PLAYSTATION®3	
CPU		Cell Processor	
GPU		RSX™	
Sound		Dolby 5.1ch, DTS, LPCM, etc. (Cell-based processing)	
Memory		256MB XDR Main RAM, 256MB GDDR3 VRAM	
HDD	2.5" Serial ATA	○ (20GB)	○ (60GB)
I/O	USB 2.0	○ (x4)	
	MemoryStick /SD/CompactFlash	-	○
Communication	Ethernet	○ (x1 / 10BASE-T, 100BASE-TX, 1000BASE-T)	
	IEEE 802.11 b/g	-	○
	Bluetooth 2.0 (EDR)	○	
Wireless controller (Bluetooth)		○	
AV Output	Screen size	480i, 480p, 720p, 1080i, 1080p	
	HDMI OUT	-	○ (x1 / HDMI NextGen)
	AV MULTI OUT	○ (x1)	
	DIGITAL OUT (OPTICAL)	○ (x1)	
BD/DVD/CD Drive (Read Only)	Maximum Read Speed	BD 2x (BD-ROM) DVD 8x (DVD-ROM) CD 24x (CD-ROM) SACD 2x	
Dimensions		Approximately 325mm (W) x 98mm (H) x 274mm (D)	
Weight		Approximately 5 kg	

- \* Storage media ("Memory Stick", SD memory card, and CompactFlash) are sold separately.
- \* "Dolby" is a trademark of Dolby Laboratories.
- \* "DTS" is a trademark of Digital Theater Systems, Inc.
- \* "CompactFlash" is a trademark of SanDisk Corporation.
- \* "HDMI" is a trademark of HDMI Licensing LLC.
- \* "Blu-ray Disc" is a trademark.
- \* "Bluetooth" is a trademark of Bluetooth SIG, Inc.
- \* "Memory Stick" is a trademark of Sony Corporation.
- \* "PLAYSTATION" is a registered trademark of Sony Computer Entertainment Inc.
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