



PLAYSTATION®3 System Software Update Version 2.10

Announced

Blu-ray Disc™ Standard Profile 1.1 (Bonus View) Enabled

DivX® and VC-1 Video Playback Codecs Supported

Voice Changer for Audio Chat Introduced

London, 18th December 2007 – Sony Computer Entertainment Europe (SCEE) today announced the immediate availability of the latest system software update for PLAYSTATION®3 (PS3™). Version 2.10 will enable the world's most popular gaming system to expand its value as a home entertainment hub by allowing it to play the very latest interactive Blu-ray Disc™ movies, as well as broadening the number of video formats supported to make PS3 even more versatile than before.

With the introduction of Blu-ray Profile 1.1, PS3 will be able to fully exploit the potential of the new Blu-ray movies coming to market in 2008. With features such as Picture in Picture (PiP, known as Bonus View), the exceptional visual clarity offered by Blu-ray is further enhanced with richer features and interactive content, limited only by the imagination of the studio.

With sales of PS3 on track to have reached a cumulative global total of over 16 million by the end of March 2008, and the system software update making them all compatible with Bonus View, the market for Blu-ray discs showcasing these new interactive features is enormous. The first Blu-ray movies to take advantage of Bonus View are scheduled for release in January 2008, making PS3 owners amongst the first consumers able to enjoy the enhanced movie-watching experience that Blu-ray technology makes possible.

Many Hollywood and independent studios supporting Blu-ray will be bringing out an ever increasing range of movie titles in all genres featuring Bonus View interactivity to add to the pleasure of watching movies on Blu-ray disc.. With superb image clarity up to five times that of normal DVD video, and crystal clear Dolby 5.1 Channel audio, Blu-ray movie playback on PS3 really broadens the entertainment possibilities of PS3.

The provision of support for DivX and VC-1 video playback codecs in system software Version 2.10 will also significantly expand the multimedia capabilities of PS3 by enabling users to enjoy access to the broad library of video content available in both the the DivX and VC-1 digital media formats.

Version 2.10 also introduces an engaging voice changer feature to enhance Voice Chat on PS3, enabling users to alter the tone and pitch of their voice from the Control panel during AV Chat.

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About Sony Computer Entertainment Europe Ltd.

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION®3, PlayStation®2 and PSP™ (PlayStation®Portable) software and hardware in 102 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories.

More information about PlayStation products can be found at www.playstation.com or visit the Virtual Press Office at www.scee.presscentre.com.

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