



WONDERBOOK™: BOOK OF SPELLS FROM J.K. ROWLING BRINGS WIZARDRY TO LIFE IN YOUR LIVING ROOM ON PLAYSTATION®3
The Magical Spellbook Is The First Wonderbook Title, Combining The Latest AR Technology With PlayStation®Move

TOKYO, June 5th 2012 – Sony Computer Entertainment Inc. today announced Wonderbook™: Book of Spells from SCE London Studios in collaboration with J.K. Rowling. Wonderbook: Book of Spells is the first title to be published which uses the innovative new PlayStation®3 peripheral, Wonderbook, and will transform the world around you with the next step in reading and augmented reality gaming. It is also the first product to result from Sony's partnership with Pottermore, J.K. Rowling's unique and free-to-use website that builds an exciting online experience around the reading of her hugely successful Harry Potter™ books.

Featuring exclusive new and original writing from J.K. Rowling, Wonderbook: Book of Spells comes to life as you read, allowing you to cast spells with your PlayStation®Move Motion Controller which becomes your own magic wand. Go on a fantastic journey to read and learn the secrets of wizardry and the art of spell-casting, just like a student at Hogwarts™, when it is released in November 2012 in Europe and December 2012 in North America. Wonderbook: Book of Spells will also be coming to other countries and regions following this window.

J.K. Rowling said, "Wonderbook: Book of Spells is the closest a Muggle can come to a real spellbook. I've loved working with Sony's creative team to bring my spells, and some of the history behind them, to life. This is an extraordinary device that offers a reading experience like no other."

Andrew House, President and Group CEO of SCE said, "The partnership between J.K. Rowling and Sony, and in particular Sony Computer Entertainment, is one I am personally very excited about. We have brought together one of the world's greatest entertainment brands and the most successful children's book series in history."

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He continued, “We believe that Wonderbook: Book of Spells represents the next revolution in story-telling and are excited that PlayStation technologies are able to bring even more of the world of Harry Potter to life in exciting new ways.”

Wonderbook: Book of Spells is the first title for Wonderbook, the latest addition to the PlayStation experience. Wonderbook will bring to life a thousand stories in one physical book with a brand new series of adventures and experiences to explore. A powerful storytelling vehicle and tool for the imagination, Wonderbook will bring exclusive content to PlayStation 3 owners in immersive new ways by putting you at the heart of the action, and using augmented reality technology via PlayStation®Eye to transform the world around you. Bringing mystery and discovery to your living room, the titles will draw you into new worlds, and give you the chance to live in the stories you love.

Book of Spells is presented as being written by Miranda Goshawk over two hundred years ago, and can be found in the Restricted Section of the Hogwarts library. It is an advanced textbook for students, which will assist them on their journey to becoming an accomplished witch or wizard.

Released in November 2012, Wonderbook: Book of Spells provides students with a safe environment in which to read, discover, learn and practise spells they already know and love, such as Incendio, Wingardium Leviosa and Expelliarmus, as well as discover mischievous notes and spells scribbled into the margins by previous Hogwarts students. In addition to humorous anecdotal facts relating to the spells, J.K. Rowling has written a conundrum that leads you through the experience, providing insight into what makes a successful witch or wizard, and inviting fans to journey through the book and unlock new tales at the end of each chapter rewarding students for their successful spell-casting.

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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, develop and markets the PlayStation®2 (PS2®) computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system, the PlayStation®3 (PS3®) computer entertainment system and the PlayStation®Vita (PS Vita) portable entertainment system. SCEI has revolutionized home entertainment since they launched PlayStation in 1994. PS2® 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 powerful Cell Broadband Engine and RSX processors. PS Vita is an ultimate portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity within a real world context. SCEI also delivers the PlayStation® experience to open operating systems through PlayStation®Suite, a cross platform and cross device initiative. Headquartered in Tokyo, Japan, SCEI, along with its affiliated companies, Sony Computer Entertainment America LLC., and Sony Computer Entertainment Europe Ltd., and its division companies, Sony Computer Entertainment Japan and Sony Computer Entertainment Asia develops, publishes, markets and distributes hardware and software, and manages the third party licensing programs for these platforms in the respective markets worldwide.

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