



## **SONY COMPUTER ENTERTAINMENT TO DELIVER COMPREHENSIVE ENTERTAINMENT EXPERIENCE THROUGH COMBINATION OF PLAYSTATION®4 AND PLAYSTATION®NETWORK**

*SCE Further Enhances PlayStation Plus and Delivers Evolved Social Experiences and Streaming Services for PS4™*

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**Tokyo, June 11, 2013** – Sony Computer Entertainment Inc. (SCEI) announced today that it will deliver new powerful online gaming experiences and enhanced social connectivity that brings gamers together, through PlayStation®4 (PS4™) and various network services, including PlayStation®Network. As part of this initiative, SCE will enhance the PlayStation®Plus membership service concurrently with the 2013 holiday launch of PS4™ in each region. Furthermore, PS4™ users will have access to a wide variety of streaming and social network services.

The PS Plus service first launched for the PlayStation®3 (PS3®) system in 2010 and for the PlayStation®Vita (PS Vita) system in 2012. Since then, PS Plus has gained great support from members all around the world, and the number of subscribers has continued to steadily increase since the launch of service. PS Plus offers various services such as exclusive game discounts, cloud game saves and “Instant Game Collection” by which members are able to play the full version of popular titles from third party developers and publishers as well as from SCE Worldwide Studios, with no limit of time at no extra cost.

To accelerate the enhancement of PS Plus, available concurrently with the launch of PS4™, SCE will offer the *#DRIVECLUB PS Plus Edition* to PS Plus members which delivers all the authenticity and immersion users would expect from the full *#DRIVECLUB* experience. Users can drive the world's most beautifully designed cars from different classes across a range of the most richly detailed real-world locations, alongside your teammates in Clubs where experience and rewards are shared. More and more attractive software titles will be added to “Instant Game Collection”.

Other main features PS Plus members can enjoy on PS4™ include;

- Online Multi Player

Users will have access to online play with other players via the network. Online Multi Play mode for PS4™, with its socially integrated services, offers unique features only available on the system such as allowing users to seamlessly start playing game and join their online friends while spectating gameplay or enjoying cross game voice chat.

- Automatic Patch Download

“Automatic patch download” feature will be further enhanced for the PS4™ system. The system will check for any game updates more frequently and will also automatically install the updates. With this feature, games will always be up-to-date, allowing users to play games immediately whenever they wish to play.

- Cross-Platform PS Plus membership

One PS Plus membership accounts for PS4™, PS3, and PS Vita. PS Plus service is cross-platform and is available on most PlayStation platforms; PS3® and PS Vita users with existing PS Plus memberships will be able to access the PS Plus service on PS4™ and those newly joined members for PS4™ will be able to enjoy PS Plus service on PS3® and PS Vita.

SCE will continue to focus on further enhancing the PS Plus service. As part of this initiative, SCE will add new subscription options for 90 days in Japan (1,300 yen) and 30 days in North America and Europe (\$9.99 / €6.99).

Along with exclusive game content and services, PS Plus will offer members a variety of privileges and discounts. With the collaboration of Sony Network Entertainment International, starting today and for a limited time<sup>\*1</sup>, PS Plus members in 16 countries<sup>\*2</sup> can subscribe to a one year Premium subscription of Music Unlimited<sup>\*3</sup> for only \$41.99 (€41.99) - 65 percent off of the regular 12 month rate. Also, for limited time<sup>\*1</sup>, consumers who do not have a PS Plus membership can take advantage of a discounted Music Unlimited service annual Premium subscription plan for \$59.99 (€59.99)<sup>\*4</sup>. PS4™ at launch will not only support Music Unlimited but also Video Unlimited<sup>\*5</sup>.

Furthermore, in terms of social integration, PS4™ will support variety of major SNS, including Facebook, Ustream, and Twitter, allowing users to easily communicate and share game play with their online friends. PS4™ will be the ultimate entertainment platform, delivering rich gaming and unrivalled entertainment experience.

Additionally, as of today, SCE will modify the PlayStation Network service name to a more simple and friendly name “PSN<sup>SM</sup>,” and will introduce a new logo for “PSN<sup>SM</sup>” and PS Plus.

SCE will continuously enrich services and the feature of “PSN<sup>SM</sup>,” while striving to offer more stable and robust gaming environment to further expand PlayStation platform.

< The New “PSN” logo >



< The New “PS Plus” logo >



- \*1 The offer will be closed as soon as it reaches a certain number.
- \*2 Includes US, Canada, Mexico, UK, France, Denmark, Belgium, Netherland, Ireland, Germany, Spain, Finland, Sweden, Australia, New Zealand, Norway. The promotion is not available in Japan, Italy and Brazil.
- \*3 Offered by Sony Corporation. Details of Music Unlimited can be found at the below link:  
<http://www.sonyentertainmentnetwork.com/music-unlimited/why-music-unlimited/>
- \*4 Offer not available in Italy and Japan.
- \*5 Offered by Sony Corporation. Details of Video Unlimited can be found at the below link:  
<http://www.sonyentertainmentnetwork.com/video-unlimited/>

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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 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. PlayStation®2 further enhanced the PlayStation legacy as the core of home networked entertainment. PSP® broadens the entertainment experiences into the portable arena. PS3® is an advanced computer system, incorporating the powerful Cell Broadband Engine and RSX processors. PSN™, that includes PlayStation®Store, delivers unparalleled online gaming experience to PlayStation users. PS Vita is an ultimate portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity. SCEI also delivers the PlayStation® experience to open operating systems through PlayStation®Mobile, a cross device platform. PlayStation®4, available this holiday season, is the next generation computer entertainment system that redefines rich and immersive gameplay with powerful graphics and speed, intelligent personalization and deeply integrated social capabilities. 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 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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