

## **Sony Computer Entertainment Inc. Announces Optimized IP Software for Creation of New Broadband-Enabled Content**

*SCEI and Cisco to Develop IPv4 and IPv6 dual protocol stack for PlayStation®2*

**Foster City and Tokyo ---May 16, 2001---** Sony Computer Entertainment Inc. (SCEI), the global leader in the computer entertainment, today announced a new Internet Protocol (IP) software optimized for SCEI's PlayStation®2's unique architecture. The software, developed by Cisco Systems, Inc., will be incorporated into PlayStation 2 to enable a broader access to the Internet. It will also be incorporated into the Software Development Kit (SDK) for PlayStation 2, enabling game developers to create broadband-enabled entertainment content. This announcement is a fundamental component of SCEI's overall strategy for leading the broadband network era.

Initially Cisco will provide SCEI with IPv4 which will be incorporated into PlayStation 2. Incorporation of Quality of Service (QoS) functionality into PlayStation 2 will follow to enhance the entertainment experience by prioritizing network traffic. SCEI will continue to work together with Cisco to develop an IPv4/IPv6 dual protocol stack for the broadband era. The IPv4/IPv6 technology allows game developers to utilize either version of the IP software in their title to connect to next generation networks. The new IPv4/IPv6 dual protocol marks an important development bringing PlayStation 2 users closer to reaping the entertainment benefits of digital content services through the Internet.

"IPv6 is definitely the base for the broadband era," said Ken Kutaragi, CEO of Sony Computer Entertainment. "And PlayStation 2 will be one of the first home entertainment platforms in the world to incorporate an IPv4/IPv6 dual protocol stack. We will incorporate IPv4 protocol stack and IPv4/IPv6 dual stack as provided by Cisco to the PlayStation 2 Software Development Kit. By having the dual protocol stack, it will be much easier for the developers to create content for the broadband network and will further accelerate the arrival of the broadband era."

SCEI will investigate the best solution to achieve a next-generation worldwide interconnected broadband infrastructure that will deliver digital content in a high-speed, reliable and efficient manner. The company will also collaborate with service providers to facilitate its role in delivering the highest quality digital content service to consumers worldwide. SCEI hopes to accelerate the adoption of broadband-enabled digital entertainment content.

With PlayStation and PlayStation 2, Sony Computer Entertainment will create and develop a new world of computer entertainment for the broadband era through the fusion of game, music, movies, and broadcasting.

**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 and PlayStation®2 computer entertainment system. SCEI, along with its subsidiary divisions Sony Computer Entertainment America Inc. and Sony Computer Entertainment Europe Ltd., develops, publishes, markets and distributes software, and manages the third party licensing programs for these two platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, Sony Computer Entertainment Inc. is an independent business unit of Sony Group.

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