



**SONY COMPUTER ENTERTAINMENT JAPAN TO RELEASE
NEW BD REMOTE CONTROL FOR PLAYSTATION®3**

*Available on April 7, 2011, BD Remote Control Comes Equipped with
Attractive New Features*

Tokyo, February 1, 2011 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. responsible for business operation in Japan, today announced that it will release a new BD remote control for PlayStation®3 (PS3®) computer entertainment system on April 7, 2011, at a recommended retail price (RRP) of 3,600 yen (including tax).

The new BD remote control, with thinner and lighter form factor, continues to offer all the convenient features of the current model which enable users to easily operate the PS3 systems through Bluetooth® wireless connection and to control the playback of content including movies and music on BD (Blu-ray Disc) and DVD, as well as content recorded via “torne™,” a digital terrestrial tuner and application for PS3. The BD remote control will newly adopt INSTANT buttons for quickly skipping back or forward 15 seconds*¹ during playback.

Additional new feature includes the IR (infrared) communication, which will enable users to operate devices such as TV*², Surround Sound System (CECH-ZVS1J) and AV amplifiers from Sony Corporation*². Users can change the channels on TV and operate the volumes or mute the sound of these devices all on one BD remote control by simply setting the “remote code” of the devices. Through the new BD remote control, users will be able to enjoy rich PlayStation entertainment experience comfortably by simple push of the button on the BD remote control.

SCEJ will continue to further expand the PS3 platform along with exciting software line-ups and peripherals and create a new world of computer entertainment that is only possible on PlayStation®.

*1 The number of seconds may vary depending on the application.

*2 Some devices may not function on the BD remote control. Some buttons may not be functional or may function differently depending on the devices.

Product Outline

BD remote control

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| Product name | BD remote control |
| Product code/ Recommended Retail Price | CECH-ZRC1J/ 3,600 yen (including tax) |
| Release date | Thursday, April 7, 2011 |
| Dimensions | Approx. 50.0 × 230.0 × 19.5 mm (w × h × d) |
| Included | •BD remote control × 1 •AAA battery × 2 |

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 PlayStation®3 (PS3®) 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 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 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, SCEI is an independent business unit of the Sony Group.

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