



SONY COMPUTER ENTERTAINMENT JAPAN TO RELEASE HDMI CABLE (2.0m) FOR PLAYSTATION®3

Available on September 8, 2011, at a Recommended Retail Price of 1,800 yen (including tax)

Tokyo, Aug 8, 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 HDMI Cable (2.0m) for PlayStation®3 (PS3®) on September 8, 2011, at a recommended retail price (RRP) of 1,800 yen (including tax).

This High Definition Multimedia Interface (HDMI) cable supports High-Speed standard, which enables fast transmission of large capacity signals such as high definition images as well as those data with increased color depths. This HDMI also adopts high standard cable and highly reliable and durable 24K gold-plated connectors, most appropriate for fast transmission of digital AV data.

By connecting PS3 and full HD supported TV/Display through this HDMI cable, users can not only enjoy 1080p high definition images and realistic digital sound but also a variety of 3D content including stereoscopic 3D games and Blue-ray 3D content *1 if they have 3D supported TV/Displays.

Along with HDMI cable (3.0m) already available on shelves, this HDMI cable (2.0m) will further broaden the peripheral line-ups for the PS3 system, allowing users to choose the most appropriate options for their home environment.

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

*1 System software versions 3.50 or later are required.

Product Outline**HDMI Cable (2.0m)**

Product name	HDMI Cable (2.0m)
Product code	CEJH-15014
Release date	Thursday, September 8, 2011
Recommended Retail Price	1,800 yen (including tax)
Specification	Cable length: 2.0m Supports HDMI HIGH SPEED cable with ETHERNET) *1 Connector: the standard HDMI 19 pins of types A

*1 PS3 does not support HDMI ETHERNET channel

HDMI Cable (3.0m)

Product name	HDMI Cable
Product code	CEJH-15004
Release date	Thursday, September 3, 2009
Recommended Retail Price	3,000 yen (including tax)
Specification	Cable length: 3.0m Supports HIGH SPEED HDMI CABLE Connector: the standard HDMI 19 pins of types A

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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