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**SONY COMPUTER ENTERTAINMENT JAPAN RELEASES
3D DISPLAY AND 3D GLASSES TO FURTHER EXPAND THE WORLD OF
3D ON PLAYSTATION®3**

*Available from November 2nd, at a Recommended Retail Price of 44,980 and 5,980 Yen
Respectively (including tax)*

Tokyo, Sep 6, 2011 – Sony Computer Entertainment Japan (SCEJ), a division of Sony Computer Entertainment Inc. (SCE) responsible for business operation in Japan, today announced that it will release a 24-inch 3D Display for Japan available from November 2, 2011. The 3D Display comes bundled with 3D Glasses, an HDMI cable (2.0m) and will become available at an attractive recommended retail price (RRP) of 44,980 yen (including tax). 3D Glasses included in the 3D Display bundle will also be sold separately, concurrently with the release of the 3D Display, at a RRP of 5,980 yen (including tax) Through the introduction of this new product, PlayStation®3 (PS3®) users will have an easy access to all of their 3D entertainment by simply connecting PS3 to the 3D Display.

The 3D Display features a 24-inch full HD LCD display and, in an industry first for its size*¹, the display adopts quad-speed frame sequential display technology that is able to minimize crosstalk*² distortion, delivering stunningly realistic 3D viewing experiences. The 3D Display supports several 3D formats, including “frame packing,” “top and bottom” and “side by side,” which will offer users various options for enjoying 3D.

The 3D display offers a broad range of other attractive features, including:

- Full high-definition display

The display features high contrast (5000:1), wide viewing angle (176 degree) and response time (4ms GTG average), delivering users with crisp high-quality image in stereoscopic 3D, as well as in 2D.

- High quality sound

The 3D Display adopts stereo 2ch+subwoofer speakers that can generate a broad range of sound from low pitch to high pitch. Featuring stereo 2ch speakers incorporated on the side of the screen, right and left sides, and subwoofer on the backside of the screen, users can enjoy games and other entertainment content in high quality and dynamic sound.

- Slim, sleek design

Adopting edge-LED lighting as the backlight, the 3D Display is 35 mm thin (excludes largest projection) and features a curved line form factor that is both stylish and unobtrusive in living spaces, complementing the sleek design of the PS3 system.

- 3D Glasses

The 3D Glasses come with a rechargeable lithium ion battery to enable quick and efficient charging time. A three minute charge results in three hours of use, while a 45 minute charge provides 30 hours of use.

- Versatility for the supported devices

Along with 3D Glasses, the 3D Display comes bundled with an HDMI cable (2.0m) to provide high-definition 3D entertainment out of the box. The display adopts two HDMI input connectors, allowing users to connect the display to the PS3 system as well as to other HDMI-supported device*³. Some devices including PlayStation®2 and PSP® (PlayStation®Portable) can be connected to the 3D Display by using a component input connector*⁴

- Special feature for two-player mode “SimulView™”

Designed to deliver the ultimate gaming experience only possible on the 3D Display, it utilizes new, proprietary technology that allows two players playing a multi-player game to see individual, unique, full-screen 2D images of gameplay using the bundled 3D Glasses and supported software title*⁵.

- Other features

With quick start-up mode, users will only have to wait for one second after pushing the power button to boot the display. The 3D Display also offers a power saving mode which shifts to auto standby if it does not receive a video signal for more than five seconds. Additionally users can utilize the separately sold BD remote control (CECH-ZRC1J), incorporating infrared transmission to operate the 3D Display remotely.

For Japan, SCEJ continues to further expand the new gameplay along with variety of upcoming new stereoscopic 3D titles including *RESISTANCE 3*, *ICO*, *Shadow of the Colossus*, *God of War: Origins Collection*, *Ratchet & Clank All 4 One*, *UNCHARTED 3: Drake's Deception* from SCE.

Through the introduction of new peripherals line-ups, SCE will continue to further expand the PS3 platform and create a new world of computer entertainment that is only possible on PlayStation®.

*1 Researched by SCE. As of September 6, 2011.

*2 Bleeding of the left and right image thus creating image ghosting

*3 The connected device needs to support stereoscopic 3D to enjoy 3D content.

*4 Users can enjoy PSP images by using "PSP™ Zoom" display mode.

*5 To be announced later when ready.

Product Outline

3D Display

Product name	3D Display
Product code	CECH-ZED1J
Release date	November 2, 2011
Recommended retail price	44,980 yen.
Display	Screen size; 24inch Panel type; VA Optimal Resolution 1920 × 1080 Colors about 16.77Million Viewing Angle 176° /176° (Contrast over 10:1) Color Gamut(CIE1931) 72% (CIE1931) Contrast Ratio 5000:1 Response time 4ms (GTG)* Backlight Type Edge type, white LED
Sound output	Stereo 2ch (full range, 3W x 2, φ 28mm) Sub Woofer (5W, φ 50mm)
Inputs	HDMI x 2 Video: digital GBR/Y Cb(Pb) Cr(Pr) Sound: PCM 2ch(32kHz 44.1kHz 48kHz) Component x 1 Pin jack Y 1Vp-p 0.3V Pb/Pr Cb/Cr 350mVp-p Pin jack 2channel 500mVrms Impedance more than 47kΩ
Outputs	Headphone out x 1 φ 3.5 mm stereo mini jack
Others	Adapts to SimulView™ Support IR remote control with BD remote control (CECH-ZRC1J)
Electric source	AC100~240V 50/60Hz
Power consumption	60W (in use) Standby mode; less than 0.2W
Mass	5.7kg (stand included)
Dimensions	W 650 x H 391 x D 207 mm (stand included)
Included	Power code (1.5m) × 1 3D Glasses set (3D Glasses、Pouch、USB Cable(Type A-micro B, 0.2m)) × 1 HDMI cable(, 2.0m) × 1

* To enjoy SimulView™, supported software and 3D Glasses are needed.

3D Glasses

Product name	3D Glasses
Product code	CECH-ZEG1J
Release date	November 2 2011、release simultaneously with 3D Display
Recommended retail price	5,980yen
Mass	About 47g
Dimensions	W 174x H 41 x D 177 mm (in use) W 174 x H 41 x D 60 mm (folded)
Battery time	About 3 hours for 3 minutes rapid charging, about 30 hours for 45 minutes charging
Included	Pouch × 1 USB Cable for charging (Type A-micro B 0.2m) × 1

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 LLC., 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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