

Sony unveils PlayStation 3 in India

Sony India today announced the launch of the much-anticipated PlayStation 3 (PS3) computer entertainment system, the groundbreaking next generation computer entertainment system, for sale in India. In addition to the PS3 hardware, a software line up of over 12 first- and third-party titles will be available nationwide.

At the **heart of PS3 is the Cell Broadband Engine**, one of the most-advanced computer processors in the world, that enables massive floating point calculation, and Blu-ray Disc (BD) drive, providing a true High Definition (1080p) next-generation gaming and movie experience in the home, as well as up to 50 GB of data capacity for video game developers to store content - five times the capacity of a DVD. PS3 also features a **60-GB hard disk drive (HDD), built in Wi-Fi adapter and multiple memory card slots.**

'With today's launch of PS3, we are officially ushering in a new era in true next-generation entertainment across India' said Masaru Tamagawa, Managing Director, Sony India Pvt. Ltd. 'The innovative PS3 system features powerful technologies and capabilities that have never been brought together in one system, including the Cell Broadband Engine, BD drive, HDD and online connectivity as standard features. The results are breathtaking new interactive worlds to explore, eye-popping multimedia functionality, and a fully integrated online experience - all in high-definition clarity. The value we are providing consumers with PS3 is beyond compare.'

But the technological advances don't just stop in the system itself, they are also found in the controller. The PS3 system's innovative, new SIXAXIS wireless controller allows gamers to physically turn, twist, and bank their controllers to command the on-screen action. PS3 also comes equipped with an HDMI output for the best connection possible to high-definition displays, supporting Full-HD resolution up to 1080p for both games and movies. Built-in network capability means that all PS3 owners can enjoy online game play and services, such as Web browsing through the PlayStation® Network.

'We're thrilled that we are able to bring PS3 to gaming fans in India after the successful launches in Japan, North America and Europe' said Tim Stokes, Sales & Marketing Director, Sony Computer Entertainment Europe. 'With the incredible technology and value packed into PS3, we have seen a rapid adoption of the system around the world, and we expect also see similar results in the booming Indian market.'

An extensive library of game software titles from every genre is available for PS3. **Priced at Rs 2,799/ per game**, these titles are available from the world's leading publishers including Sony Computer Entertainment, Electronic Arts, Namco Bandai and Sony Online Entertainment and will be distributed by Milestone Interactive Software Limited. The stellar line-up of over 12 game titles includes the critically acclaimed Resistance: Fall of Man, to MotorStorm, Genji, Days of the Blade, FORMULA ONE CHAMPIONSHIP EDITION and Ridge Racer. Other game titles include Def Jam: Icon, Fight Night Round 3, NBA Street 4 Homecourt 2007, Need for Speed Carbon, The Godfather: The Don's Edition, Tiger Woods PGA Tour 2007, Untold Legends: Dark Kingdom.

Priced at an MRP of Rs.39,990/- and PS3 available at authorised retail stores across the country. PS3 peripherals available include additional SIXAXIS **wireless controllers**

available at Rs 2,990/- as well as a **Blu-ray Remote Control and HDMI Cable** both sold at Rs. 1.990/-.

Sony PlayStation3 Specifications

CPU - Cell Processor

GPU - RSX™

Sound - Dolby 5.1ch, DTS, LPCM, etc. (Cell-based processing)

Memory - 256MB XDR Main RAM, 256MB GDDR3 VRAM

HDD - (60GB) 2.5' Serial ATA

I/O - USB 2.0 x4 (Memory Stick / SD / Compact Flash)

Communication - Ethernet (x1 / 10BASE-T, 100BASE-TX, 1000BASE-T) IEEE 802.11 b/g

Bluetooth 2.0 (EDR) - Wireless controller (Bluetooth)

AV Output Screen size - 480i, 480p, 720p, 1080i, 1080p

HDMI OUT (x1 / HDMI NextGen)

AV MULTI OUT (x1)

DIGITAL OUT (OPTICAL) (x1)

BD/DVD/CD Drive (Read Only)

Maximum Read Speed BD 2x (BD-ROM)

DVD 8x (DVD-ROM) / CD 24x (CD-ROM) / SACD 2x

Dimensions - Approximately 325mm (W) x 98mm (H) x 274mm (D)

Weight - Approximately 5 kgStorage media ('Memory Stick', SD memory card and CompactFlash) are sold separately."Dolby" is a trademark of Dolby Laboratories."DTS" is a trademark of Digital Theater Systems, Inc."CompactFlash" is a trademark of SanDisk Corporation."HDMI" is a trademark of HDMI Licensing LLC."Blu-ray Disc" is a trademark."Bluetooth" is a trademark of Bluetooth SIG, Inc."Memory Stick" is a trademark of Sony Corporation.'PlayStation' and 'PLAYSTATION' are registered trademarks and RSX and PSP are trademarks of Sony Computer Entertainment Inc. * *All other trademarks are the property of their respective owners. Design and specifications are subject to change without notice.*

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