



quanticdream

Press Announcement
For immediate release

Sony Computer Entertainment Worldwide Studios to Work on a Groundbreaking New Title for PLAYSTATION®3

Collaboration with developer Quantic Dream to redefine cinematic realtime entertainment

LONDON, July 3 2007 - Sony Computer Entertainment Worldwide Studios (SCE WWS) is pleased to announce that it will be collaborating with developer Quantic Dream on an exclusive PLAYSTATION®3 (PS3™) title - more details of which are to be announced soon. Quantic Dream has an outstanding track record in delivering interactive, cinematic games with true emotional depth. Combined with the power of Cell Broadband Engine™ and game development technology of PS3, the project is expected to set a new benchmark in delivering emotionally compelling experiences to gamers.

Founded in 1997 by David Cage, French developer Quantic Dream has achieved international renown for its ground-breaking innovation within the games industry, particularly in the areas of interactive narration and emotional content. The studio's record speaks for itself: in particular Quantic Dream was responsible for 2005's award winning Fahrenheit (known as Indigo Prophecy in the US and Canada), a paranormal, interactive blend of film and gaming that was widely praised for re-imagining the adventure game genre.

Michael Denny, Vice President, SCE Worldwide Studios, said: "We're really excited to be working with Quantic Dream for the first time and to have this opportunity to once again push the gaming experience to realise a new level of interactivity and, in particular, to engage players at an emotional level never experienced before. We're looking forward to revealing more news on this special title later this year."

David Cage, Founder, President and CEO of Quantic Dream, said, "We always believed that "next generation" meant more meaningful content based on players' emotional involvement. To us, PS3 is the only platform that can truly deliver on this promise, and SCE WWS is a group that is both inspiring and pleasant to work with."



About Sony Computer Entertainment Europe Ltd.

Sony Computer Entertainment Europe (SCEE), based in London, is responsible for the distribution, marketing and sales of PLAYSTATION®3, PlayStation®2 and PSP® (PlayStation®Portable) software and hardware in 102 territories across Europe, the Middle East, Africa and Oceania. SCEE also develops, publishes, markets and distributes entertainment software for these formats, and manages the third party licensing programs for the formats in these territories. Since the launch of PLAYSTATION 3 in Europe on 23 March 2007 and the end of March 2007 over 1.6 million units have been shipped across the SCEE territories, over 5.5 million globally. Between its European debut on 24th November 2000 and the end of March 2007, over 44 million PlayStation 2 consoles have been shipped across the SCEE territories, over 117 million worldwide, making it one of the most successful consumer electronic products in history. Between its European debut on 1st September 2005 and the end of March 2007, over 8.8 million PSP systems have been shipped across the SCEE territories, with over 25 million shipped worldwide since its Japanese launch in December 2004.

More information about PlayStation products can be found at www.playstation.com or visit the Virtual Press Office at www.scee.presscentre.com.

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About Quantic Dream

QUANTIC DREAM was founded in 1997 in Paris, France. Since its creation, the studio has gained international recognition for its contribution to interactive narration and its fresh thinking on emotion in games. Quantic Dream believes that games should be more than toys, a new type of experience provoking the same level and diversity of emotional responses from audiences as the best movies. The studio collaborated in the past with major publishers including Eidos, Vivendi, Microsoft and Atari. They have created games like OMIKRON-THE NOMAD SOUL featuring recording artist David Bowie and more recently, FAHRENHEIT (INDIGO PROPHECY in North America). The latter was one of the most awarded games of 2005 and was praised for its originality and innovation.

Today, Quantic Dream boasts a unique infrastructure adapted to next generation development, including a large Motion Capture set coupled with a state of the art 3D scanner allowing them to create true Virtual Actors. Over the last ten years the studio has developed proprietary technologies, including some very advanced tools and a unique approach to the production pipeline.

More information about Quantic Dream at <http://www.quanticroam.com>

