

PLAYSTATION

History of Events / Facts & Figures

September 1999 Sony Computer Entertainment Europe announces that the installed base of PlayStation in PAL territories now exceeds 20 million units.

September 1999

- SCEE announces that PlayStation will become official sponsor of Euro 2000, the UEFA European Championships to be held in Belgium and Holland in June 2000.

August 1999

- Euro 2000 is expected to attract 1.2 million spectators and will be broadcast in over 190 countries and territories to over 7 billion viewers world-wide with audiences of 225 million viewers per match.

August 1999

July 1999

- SCEE announce a reduction in the RRP of the PlayStation console in the UK and Ireland only, to £79 and 94.99 Punt respectively.
- SCEI announces that PlayStation game consoles cumulative production and shipment reached 58.4 million units by June 31st 1999 :

Japan	16.04 million units
North America	21.53 million units
Europe	20.83 million units

- Cumulative software production reached 462 million units during the same period:

Japan	181 million units
North America	159 million units
Europe	122 million units

- By the end of December 1998 the number of PlayStation software titles available in each Territory was:

July 1999

Japan	2156
North America	661
Europe	662

- SCEI establishes a new company for Graphics Synthesiser Production called: SCE Nagasaki Semiconductor Inc. a new semi-conductor plant is now under construction at the site of Sony Nagasaki and is due for completion in October. Production is scheduled

May 1999

for Spring 2000.

April 1999

- **Sony Computer Entertainment Europe announces that it has signed an exclusive distribution partnership with Square Europe Ltd. The agreement will see SCEE distributing Square Soft's products, including the Japanese mega-hit Final Fantasy VII, in all PAL territories.**
- **PlayStation game consoles cumulative production and shipment reached 54.42 million by March 31st:**

Japan	15.26 million units
North America	20.62 million units
Europe	18.54 million units

- **Cumulative software production reached 430 million units during the same period:**

Japan	171 million units
North America	146 million units
Europe	113 million units

March 1999

- **By the end of December 1998 the number of PlayStation software titles available in each Territory was:**

Japan	2006
North America	635
Europe	623

- **SCEI announced that it had named Ken Kutaragi to succeed Teruhisa Tokunaka as President and Chief Executive Officer.**

March 1999

SCEI said that Teruhisa Tokunaka would continue to serve on the board of SCEI as Representative Director. Mr Tokunaka will also assume additional responsibilities as Deputy Chief Financial Officer of Sony Corporation, parent company of SCEI.

Two senior executives from Sony Corporation, Mr Nobuyuki Idei, President and Co-COO and Tamotsu Iba, Executive Deputy President and Chief Financial Officer will join SCEI's board of directors. Mr Iba will serve concurrently as Chairman of SCEI.

- **Sony Computer Entertainment announces the completion of its research and development project to design the successor to PlayStation. SCEI says that this next-generation PlayStation system is a**

significant part of Sony Computer Entertainment's mission to create "a new form of entertainment beyond games" via the integration of innovative computer technology with digital AV technology.

- **SCEI announces the co-development with Toshiba Corp. of the 128-bit CPU ("EE, or "Emotion Engine") for use in the next-generation of PlayStation.**

February 1999

- Sony Computer Entertainment announces that it has developed the Graphics Synthesiser for the next-generation PlayStation incorporating a massively parallel rendering engine that contains a 2,560 bit wide data bus that is 20 times the size of leading PC-based graphics accelerators.
- Sony Computer Entertainment announces that it has developed the I/O Processor with LSI Logic Corporation for the next-generation PlayStation. By embedding this processor they have achieved 100% backward compatibility with the current PlayStation. In addition, the new I/O Processor supports IEEE 1394 and Universal Serial Bus (USB) which are the new standards for digital interconnectivity.
- Psygnosis becomes a subsidiary of Sony Computer Entertainment Europe.
- Psygnosis' UK development studios in Liverpool, Stroud, Camden and Leeds now report to Juan Montes, Vice President of Software Development.
- John Bickley takes responsibility for the company's publishing operations as Psygnosis' Vice President and General Manager.
- Both Development and Publishing divisions now report to Chris Deering, President of SCEE, President and CEO of Psygnosis (as of Feb 1st 1999).

January 1999

- SCEI state that since launch PlayStation is now considered to be "the undisputed game console of choice" for consumers world-wide with cumulative production and shipment passing 50 million units by the end of 1998:

Japan	14.7 million units
North America	19.5 million units
Europe	16.5 million units

- Cumulative software production reached 389 million units during the same period:

Japan	155 million units
North America	131 million units
Europe	103 million units

- By the end of December 1998 the number of PlayStation software titles available in each Territory was:

Japan	1,822
North America	594
Europe	574

- SCE Inc. launches the PocketStation (PDA) on 23rd January at a price of 3000 Yen. (No price or release date has been set for Europe.)
- SCE Inc. announces the reduction in the price of PlayStation from 18,000 to 15,000 Yen in Japan only.

October 1998

- PlayStation game consoles cumulative production and shipment reached 43.14 million by October 21st:

Japan	13.1 million units
North America	16.0 million units
Europe	11.9 million units

August 1999

- Sony Computer Entertainment Europe announces a significant drop in the retail pricing of PlayStation and several key peripherals including the Analog Controller (DUAL SHOCK).
- For example in France the retail price drops from FFr990 to FFr790 and in Germany from DM299 DM249.
- *In the UK and Ireland, the retail price of the PlayStation has been brought down to £99 from £129 and now includes the Analog Controller (DUAL SHOCK) as standard for the first time.
- SCEA announces that their retail price had dropped to \$129, a more than 10% reduction from its current recommended retail price.

August 1998

- SCEE announces an installed base of over 10 million units across PAL territories.
- PlayStation game consoles cumulative production and shipment reached 40 million units by August 21st:

Japan	13.00 million units
North America	14.3 million units
Europe	12.7 million units

July 1998

- SCEE announces that it has signed a three-project deal with Picture House Software. The first product will be released in the second half of 1999

May 1998

- SCEI and Whoopee Camp established a joint venture company named "DEEP SPACE". Mr Fujiwara, president of Whoopee Camp, was named Executive Producer in the new company. Deep Space is expected to develop new real-time adventure games to be published by SCEI
- SCEE (**except UK and Ireland**) unveiled details of its new PlayStation DUAL SHOCK Console Pack. This new pack

incorporates the PlayStation console with the "Soundscope" feature and incorporating the state-of-the art Analog Controller (Dual Shock)

- PlayStation game consoles cumulative production and shipment as at end of September 1997 reached 32.8 million units:

Japan	11.51 million units
North America	11.67 million units
Europe	9.64 million units

- Total number of software titles released since launch reaches :

Japan	1,280
North America	412
Europe	419

April 1998

- SCEI announce that it has established four satellite studio companies that will be supervised by Akira Sato, Executive Vice President of SCEI

Polyphony Digital
Titles developed: GT, Motor Toon Grand Prix

Arc Entertainment Inc.
Titles developed: Arc the Lad

Sugar and Rockets Inc.
Titles developed: IQ, Go!Go!Moriwaka

Conrail Inc
Titles developed: Wild Arms

March 1998

- On day one, in Japan, over one million units of Tekken 3 are shipped to retail

February 1998

- SCEI announces that it has developed a miniature size PDA (Personal Digital Assistant) as an extension of the PlayStation memory card

- The PDA has a programmable 32 bit RISC processor, together with LCD screen, sound and communication capabilities. This PDA is not aimed for business or office applications, but for personal entertainment including games

January 1998

- PlayStation game consoles cumulative production and shipment as at end of September 1997 reached 28.2 million units:-

Japan	10.05 million units
North America	10.35 million units
Europe	7.8 million units

- World-wide production and shipment of software reaches a staggering 200 million pieces world-wide:-

Japan	90 million units
North America	60 million units
Europe	50 million units

- Total number of software titles released since launch reaches:

Japan	1,150
North America	380
Europe	400

- SCEE launch its state of the art website :
www.playstation-europe.com

December 1997

- SCEE announce that sales of FFVII have already reached over half a million units

November 1997

- SCEE wins the “Golden Joystick Award” for the Best Software House, Most Original Game (ParappaTheRapper) and Best Ad (Tekken 2)
- Final Fantasy VII released in PAL territories on November 17th

October 1997

- PlayStation game consoles cumulative production and shipment as at end of September 1997 reached 22.5 million units:-

Japan	8.6 million units
North America	7.8 million units
Europe	6.1 million units

September 1997

- SCEE announces that the Tomb Raider franchise, featuring leading character Lara Croft, will be exclusive to the PlayStation for games consoles
- SCEE launch value pack containing PlayStation, two controllers and a memory card at £129

July 1997

- Sony Computer Entertainment Europe acquires Millennium’s Games Development Teams
- The studios are renamed Sony Computer Entertainment Cambridge. Their first product under this new name will be the much-anticipated Medieval.

June 1997

- Sony Computer Entertainment Europe announces its latest development in peripherals for the PlayStation - the Analog Controller - the latest development in hand-held controllers
- PlayStation becomes official partner of Prost Grand Prix

May 1997

- Worldwide PlayStation game consoles cumulative production and shipment as at end of May 1997 reached 16 million units:-

Japan	7.5 million units
North America	4.8 million units
Europe	3.7 million units

- PlayStation signs £10m+ Million Soccer deal to sponsor UEFA Champions League
- PlayStation Production to be Increased - Monthly Production to

be 1.5 Million Units from May

April 1997

- Sony Computer Entertainment Europe secures “Eighth Wonder” in Exclusive Deal

March 1997

- PlayStation game consoles cumulative production and shipment as at end of March 1997 reached 13.5 million units:-

Japan	6.5 million units
North America	4.0 million units
Europe	3.0 million units

- SCEE bring down the price of PlayStation from £199 to £129
- **USA:** PlayStation Game Console to retail for \$149 and PlayStation software to be targeted at a MSRP Of \$49.99 or less

February 1997

- PlayStation game consoles cumulative production and shipment as at 14th February 1997 reached 12 million units world-wide:-

Japan	5.6 million units
North America	3.8 million units
Europe	2.6 million units

- SCEE announces the renewal of their long-term strategic alliance in all PAL territories with Namco Ltd
- Namco, Sony Computer Entertainment, and Polygon Pictures announce establishment of world-class computer graphics studio - *Dream Pictures Studio Inc.*
- Net Yaroze launches in Europe

January 1997

- SCEE announces the launch of the PlayStation Platinum software range
- Square’s, Final Fantasy VII sells over 3.5 Million units in Japan

October 1996

- PlayStation World-wide Shipments Hit 9 Million Units

August 1996

- PlayStation game consoles cumulative production and shipment as at August 1996 reached 7.2 million units world-wide:-

Japan	3.5 million
North America	2.1 million
Europe	1.6 million

June 1996

- **Japan:** Price drops under 20,000 Yen. (SCPH-500) on sales (including 1 controller/SRP 19,800 Yen)

May 1996

- **Europe** SCEE bring down the price of PlayStation in from £299 to £199
- **USA:** Price drops to 199 US Dollars

- March 1996**
 - Sony Computer Entertainment Europe's first in-house game is released. 'Total NBA 96'
 - Over 700,000 PlayStation have now been shipped in Europe
- January 1996**
 - 34 PlayStation titles have now been launched in Europe, 18 of them by third party licensees
 - Global sales of PlayStation hit 3.4 million units with 518,000 of those units sold through in Europe
- November 1995**
 - PlayStation launches in Australia and New Zealand
- October 1995**
 - PlayStation's first pan-European TV advertising campaign (SAPs) launched
 - Official PlayStation Magazine with monthly demo CD launched in UK
- September 1995**
 - PlayStation launched in America; within two days it sold over 100,000 units, taking over \$45 million. (SRP 299 US Dollars)
 - PlayStation launched in Europe; within six weeks the UK installed base had risen to 50,000. Around 350,000 units were in customer's homes across Europe by Christmas 1995. Price £299
 - Namco's Tekken becomes first game to exceed 1 Million units sold
- May 1995**
 - Japanese sales exceed 1 Million units of hardware
- January 1995**
 - Sony Computer Entertainment Europe office established - London, UK
- December 1994**
 - PlayStation launched in Japan (SRP 39,800 Yen)
 - Sony Computer Entertainment Europe host developers conference in London
- May 1994**
 - Sony Computer Entertainment America Inc. established (Foster City, CA)
- January 1994**
 - PlayStation hardware demonstrated to US Developers
- December 1993**
 - PlayStation hardware demonstrated to European Developers in new London HQ
- 1993**
 - PlayStation R&D project completed; Sony Computer Entertainment established and Ken Kutaragi becomes its Executive Vice President, R&D Division
- 1990**
 - PlayStation R&D project that had grown out of Sony's "System G" broadcast TV graphics project is formalised. Five-man team headed by Ken Kutaragi boosted to ten members