



## **You're a Star, So Act Like One With SingStar**

### ***Genre breaking game debuts on PlayStation®2***

**Sydney, February 25, 2004** – Sony Computer Entertainment Australia (SCE Aust.) today announced SingStar, the exclusive PlayStation®2 game that can test and judge vocal skills. Due for release in May 2004, SingStar is microphone-based and utilises new 'sing' technology to assess the singer's talent by measuring pitch, tone and rhythm.

SingStar's expansive track list features a wide variety of well-known songs from world-class artists (final tracklist to be released in coming weeks). Each track is the artist's original recording and SingStar also includes the original music video for many of the songs.

This new PlayStation 2 franchise has been developed by the team behind smash hit EyeToy:Play, SCEE London Studio. "EyeToy was successful because it introduced non-traditional gamers to the world of computer entertainment," said Michael Ephraim, Managing Director SCE Aust. and VP SCE Europe. "SingStar will also help to diversify gaming appeal because of the social and entertaining nature of the game."

SCEE London Studio has been able to include the optional use of the EyeToy camera in SingStar, allowing budding performers to star in their own video clips.

EyeToy:Play, which launched in June 2003, captured the hearts and minds of Australian families, inviting everyone to get involved in something fun and interactive. Today, over 155,000 Australians and more than 2 million people across Europe enjoy EyeToy:Play in their homes.

### **SingStar – Game Overview**

SingStar features three gameplay modes that allow for between one and eight players to join in together. Sing Mode encourages players to simply pick up the mic and start singing, either alone or battling against a mate. Pass the Mic is the ultimate party game, encouraging duets and team competitions; and Star Maker allows budding stars to follow their dream from singing in the bedroom to performing in a sell-out concert for their adoring fans.

SingStar will be priced comparatively with other new release games, but offers great value as it will come packaged with two high quality microphones. The microphones plug into PlayStation 2 via a USB adaptor, offering an instant multi-play experience. This value proposition provides evidence that the game will be supported by follow-up releases.

“SingStar marks another leap in gaming technology and is in-line with our commitment to offer Australians the most extensive and innovative range of entertainment options now and in the future,” concluded Mr Ephraim.

ENDS

**For further information please contact:**

Marie Najjar at Weber Shandwick Australia  
02 9994 4461 or mamanners@webershandwick.com

Bronwyn Stubbs at Weber Shandwick Australia  
02 9994 4466 or bstubbs@webershandwick.com

**PlayStation®2**

PlayStation®2 is Australia's highest selling, next generation video games system entertainment options. Incorporating both CD and DVD formats, PlayStation®2 offers consumers a wide range of computer entertainment options. The first machine of its kind to offer the option to play all PlayStation games, PlayStation®2 is supported by over 550 high quality software titles, with hundreds more in development. The inclusion of Dolby Digital, AC-3 and DTS capabilities marks a turning point in the use of sound for interactive involvement. Enriched 3D acoustics, staggeringly real sound effects and mood defining music will deliver a truly emotional experience.

**About Sony Computer Entertainment Europe**

Sony Computer Entertainment Europe, based in London, is responsible for the distribution, marketing and sales of PS one and PlayStation 2 hardware and software in 102 territories across Europe, the Middle East, Africa and Oceania. By the end of December 2003, over 39 million PlayStation and PS one units had been shipped across these PAL territories and over 99 million worldwide. Between its European debut on 24 November 2000 and 13 January 2004, over 24.5 million PlayStation 2 units have been shipped across the PAL territories, over 70 million world-wide, making it one of the most successful computer entertainment products in history.

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**About Sony Computer Entertainment Australia**

Responsible for the distribution, marketing and sales of PlayStation®, PS one® and PlayStation®2 software and hardware, Sony Computer Entertainment Australia was formed in 1995. As of 13 January 2004, Sony Computer Entertainment Australia had shipped over 1.2 million PlayStation®2 consoles in Australia. More information about PlayStation products can be found at <http://www.scee.com> and <http://www.au.playstation.com>