



Press Release
Home™ Q&A
Wed 7th March 2007

General:

Q: What is Home?

A: Home™ is a real-time 3D, networked community that serves as a meeting place for PLAYSTATION®3 (PS3™) users from around the world, where they can interact, communicate, join online games, shop, share content and even build and show off their own personal spaces. Home will be available as a free download from the PLAYSTATION®Store and will launch directly from the PS3 XMB™ (XrossMediaBar).

Home Key Points:

- Its the first of it's kind on a videogame console
- A unique blend of community, user-generated content, collaboration and commerce that is the future of computer entertainment.
- Will broaden the online community market in the same way that the PlayStation brand has broadened the video gaming market
- Will take the mystery and the geekiness out of online interaction, and make it as easy as text messaging or picking up the phone
- Is inclusive and welcoming, not exclusive and daunting like current offerings
- Is the gateway and start point for a huge range of future PLAYSTATION®Network services

Q: How do you get to Home?

A: Home will be available as a free download from the PLAYSTATION Store and will launch directly from the PS3 XMB™ (XrossMediaBar).

Q: Why is Sony Computer Entertainment creating this service?

A: The power of the PS3 and the PLAYSTATION Network afford us the opportunity to create a unique user service that will define the future of community on computer entertainment platforms. We feel it is important to foster not only user-interaction, but increased, ongoing contact between users, first and third party publishers and other partners.

Q: Is there a cost or a subscription required to participate in Home?

A: Home is free to download and free to use. The user will be able to purchase items from the PLAYSTATION Store (Home supports the Sony Wallet) to further customise their Home Space, as well as make purchases from other third party partners

Q: Is Home global?

A: Yes, when it launches Home will be a global network service.

Q: When is Home launching?

A: We will be executing a closed beta this spring. The official launch date will be later this year.

Q: What is the ambition of Home?

A: Home Space

- Design and build your own apartment, house or even neighbourhood.
- Purchase new landscapes, apartments and furniture

World

- Purchase new clothing sets, pets and accessories for your character
- Purchase functional items to add value to your private Home experience
- Leave your mark on the world with premium player-created content tools.

Entertainment

- Share photos, movies and music from your PS3 HDD with friends in your personal space.

Gaming

- Meeting game-specific lobbies to discuss games, get new content or team up for online gameplay

Lobbies

- Individual lobbies created by first and third parties allow for consumer interaction, commerce

Q: Isn't Home a copycat?

A: Home is a first of its kind 3D community that allows for open interaction between consumers, Sony Computer Entertainment and third party partners.

Q: How is this different from other network communities?

A: Home is a much more rich, user friendly experience than other network communities, allowing for ease of entry and use, as well as being fully-functional with the technology and capabilities of PS3

Q: How will you make money from Home?

A: The business model for Home is based on a combination of ecommerce and advertising revenue.

- Q: How will third party partners be able to be involved in Home?**
A: Third party partners will be able to build their own custom lobbies for their products, where they can present information to users, provide downloadable content and implement various ecommerce models. Advertising options will also be made available through Home.
- Q: How big is the Home download?**
A: The Home download will be under 500MB.

Presence / navigation / features

- Q: What is the function of the Home central lobby and what is the maximum number of users in a lobby?**
A: The Home central lobby is the central meeting place where you can meet new friends or arrange to meet old friends, before transferring to a private meeting place. The current maximum number of concurrent users in a single lobby is 64, but there will be a multitude of lobbies active at any given time for users to explore.
- Q: How do you make sure friends are present in the same space?**
A: You can invite them via your friends list or invite them to your personal Home Space
- Q: How do players find friends within the Home world?**
A: We will have search functions for finding people online and offline, and for finding lobbies.
- Q: How many Home avatars can I have?**
A: The current plan is for each user to have one avatar. Home is the human face of PLAYSTATION Network (PSN), and your Home avatar is how you represent yourself. However, it will be possible to change your appearance, through customising your character and adding accessories, so you'll be able to constantly re-invent yourself should you so desire.
- Q: How can I customize my Home avatar?**
A: Home avatars are fully customizable with different facial features, height, weight, sex, skin color, hair styles, clothing, accessories, etc.
- Q: Can you enter, say, MotorStorm™ quickly through Home without having to travel to the specific MotorStorm™ lobby?**
A: Currently, users can find each other in Home, and then arrange to go off and play MotorStorm at the same time. Eventually, users will be able to meet in Home and seamlessly launch into a game of MotorStorm™. Similarly, users will be able to exit to Home directly from the game.
- Q: How will the Hall of Fame rewards program be implemented?**
A: Users receive points for in-game achievements. More details regarding this will be made available closer to launch.

Moderation / Abuse

Q: What is the policy on acceptable behaviour?

A: Within our public spaces, Home follows the same rules and guidelines as the PLAYSTATION Network with regard to age stipulations and acceptable behaviour. Home uses all the same age controls as the PS3 System Software. Private spaces will not be monitored unless abuses or violations to our policies are reported by a user.

Q: How will I protect my kids from seeing things they shouldn't?

A: Within our public spaces, Home follows the same rules and guidelines as the PLAYSTATION Network with regard to age stipulations and acceptable behaviour. Any public areas that contain subject matter not suitable for all users will be age restricted, and the registered age of users will determine entry.

Q: How will age restrictions be applied?

A: Home employs the same age restriction policies as the PS3 System Software and the PLAYSTATION Network.

Q: How will I protect my kids from associating with undesirable people?

A: Parental controls are available through PS3 and the PLAYSTATION Network. We encourage parents to take an active role in participating any time a child has access to an open communication network, such as the Internet.

Q: Will users be able to make complaints about other users?

A: Of course. We will operate a system of logging complaints with our moderators, which will then be investigated. If necessary we are able to take away a user's login rights and ban them from the service.

Q: How much control will we have over what people get up to in their private spaces?

A: Our policy is not to actively police private areas, and a user cannot be invited to another user's private space until they have accepted an invitation to be on their buddy list. However, the complaints process will still operate in these private spaces, so if people feel that they have been subjected to inappropriate behaviour while in someone's private space, they will be able to lodge a complaint by the usual process.

Q: What moderation is used in the community for vulgar / abusive language?

A: We will have a basic text profanity filter.

About SCEI

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 upcoming, much-anticipated PLAYSTATION®3 (PS3™) console. 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 new 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 Inc., 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, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

“PlayStation”, “PLAYSTATION”, “PSP”, “PS3” and XMB are trademarks or registered trademarks of Sony Computer Entertainment, Inc.

“MotorStorm” and the “Home icons” are trademarks of Sony Computer Entertainment Europe. All rights reserved.