

**SONY COMPUTER ENTERTAINMENT ANNOUNCES RELEASE of  
PHYREENGINE™ 3.0**

*Major update to the popular Game Engine provided with the PlayStation®3 and NGP  
Software Development Kit*

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**San Francisco, Calif. February 28, 2011** – Sony Computer Entertainment Inc. (SCEI) announced today that PhyreEngine™ 3.0, the latest version of the popular games development framework, has been released to support game developers and publishers on both PlayStation®3 (PS3®) and its recently announced next generation portable entertainment system (codename: NGP).

PhyreEngine is a cross-platform game engine and tools, provided as source code under a license that allows it to be used by any PS3 or NGP game developers or publishers as well as by Tools & Middleware licensees in their products.

In the last few years, PhyreEngine has been used to power almost fifty titles from dozens of game studios globally and released on the PlayStation®Store or on Blu-ray Discs.

Designed with feedback from its active development community, PhyreEngine 3.0 represents a significant evolution of the engine, as well as bringing it to the new NGP platform and introducing many new features.

PhyreEngine 3.0 has a new and powerful asset pipeline, combining enhanced versions of the already robust exporters, with a powerful processing tool to generate optimized assets for each platform. Also new is the rewritten level editor, which permits a far more data-driven approach to authoring games using PhyreEngine. Combined with a more accessible API and far more game-oriented functionality including support for entities, scripting, and integrated physics and navigation components, PhyreEngine 3.0 empowers developers to produce high quality titles with less time and lower costs.

Support for NGP allows developers to easily target this new platform alongside PlayStation 3 and Windows, while ensuring state-of-the-art performance and features.

PhyreEngine integrates with other popular middleware, giving developers a choice of the best technologies available today. Its middleware partners include Havok™, NVIDIA PhysX®, and

Scaleform®.

Matt Swoboda (a Principal Engineer in SCEI Euro R&D's PhyreEngine team) presents his latest research on "The Next Generation of PhyreEngine" on Thursday March 3, at GDC 11, in Room #302 at 3pm.

"We're very happy to see the popularity of PhyreEngine with the global game developer community" said Teiji Yutaka, Senior Vice President, Technology Platform of SCEI. "It has helped demonstrate our commitment to the game developer community and in particular enable smaller independent developers and publishers to flourish on PS3 and NGP."

SCE will deploy various measures to further reinforce game development for PS3 and NGP, and will continue to expand the platform to offer interactive entertainment experiences only available on PlayStation.

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#### **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, PSP™ (PlayStation®Portable) and PlayStation®Network software and hardware in 99 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 November 2006, 47.9 million units have been sold globally and continue to be sold at a record level. Maintaining its position as one of the most successful consumer electronic products in history, PlayStation 2 has sold over 149.8 million systems worldwide. Since its launch at the end of 2004, over 67.8 million PSPs have been sold globally, highlighting the importance of the portable entertainment market. With the huge increase in interest and accessibility of network applications and network gaming, more than 69 million accounts have registered to PlayStation Network, the free-to-access interactive environment, and over 1.43 billion items have been downloaded.

More information about PlayStation products can be found at [www.playstation.com](http://www.playstation.com).

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