

Member Profile



Sony Computer Entertainment Australia

About the Company:

Sony Computer Entertainment Australia (SCE Aust.) is responsible for the distribution, marketing, sales and network support of PLAYSTATION®3, PlayStation®2 and PSP® (PlayStation®Portable) software and hardware in Australia and New Zealand. SCE commenced trading in 1995. At the end of March 2007, over 2.9 million units of PlayStation®2 consoles and 400,000 PSP® units had been shipped across Australia and New Zealand.

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

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IEAA Representative:

Michael Ephraim
Vice President Sony Computer Entertainment Europe
Managing Director Sony Computer Entertainment Australia & New Zealand

Key 2007 Products:

Hardware

- PLAYSTATION®3
- PlayStation®2
- PSP (PlayStation®Portable)

Software

- There will be an extensive range of software launching in 2007 for all three PlayStation formats. For further software information please see: www.playstation.com.au

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