PlayStation®2

Physical Gaming: PlayStation and EyeToy Get Kids Off the Couch

June 2, 2005

PlayStation®2

EyeToy is a USB camera that connects directly into a PlayStation2 game console.

PlayStation®2

•EyeToy products are designed to get players up off of the couch and into games in ways that were never before possible.

•To date, we've sold over 6 million EyeToy games and cameras worldwide.

•The first games were created so that the player was able to see themselves on TV and "in the game." This was used for EyeToy: Play, EyeToy: Groove, and the soon to be released EyeToy: Play2.

Current Line-Up

EyeToy Play

Released: **November 2003**
Audience: **Everyone**

Overview: For the first time in gaming, it made players the star of the game. Its core elements consisted of simple, social, intuitive and fun gameplay – no gaming experience was required. It attracted a broad audience of entertainment seekers and established a new type of physical gaming interaction in the home.

EyeToy Groove

Released: **April 2004**
Audience: **Girls, 7-17**

Overview: An all-out music party dancing game that challenged players to “groove” with licensed music tracks (including Jessica Simpson, Good Charlotte, Madonna, etc.) and move their body as they interacted with music-inspired graphics. Groove introduced the calorie counter to the world of EyeToy games.

Current Line-Up

•With our next offering, we wanted to create a game that would get our more “hardcore” PlayStation2 gamers up and off of the couch.

•A game based on a more conventional theme was chosen – hoverboarding (based on skate and snow boarding).

•In this game, players would use their body to control an on-screen character in a marionette-like fashion where their movements were tied directly to those of the character.

•This allowed us to provide a much more immersive, VR-like experience than we ever could with a traditional controller, and put the players into the game in a way they had never before experienced.

Current Line-Up

Released: November 2004
Audience: Boys, 8-18

Overview: A truly original and innovative use of the ET technology, AntiGrav challenged players to use their whole body to play this extreme hoverboard racing game. It utilized new “face tracking” technology and allowed players to jump, steer and pull off tricks. Its innovative control system garnered acclaim and made it a success with fans of all ages.

EYE TOY
antigrav

AntiGrav Action

- EyeToy: AntiGrav allowed us to delve deeper into the core aspects of physical gaming.
- AntiGrav is designed to teach players new physical movements that they are then able to master over time.
- This allows players to advance and eventually perform moves and sequences that seemed impossible when they began playing the game.
- This idea is based on the same principles as someone whose muscles are learning moves and patterns for a new sport such as basketball, karate, gymnastics, etc.

Movement in Games

- Starts with an introduction to a physical movement.
- The player practices that physical movement through somewhat easy challenges in the game.
- Over time, the player refines the movement – becomes more efficient, is able to anticipate and prepare for the next move, becomes quicker at performing the move.
- We increase the challenges in the game.
- Through continued playing, the player becomes even more efficient, quicker, agile, and able to sustain longer periods of more intense physical gaming.
- We again increase the challenges in the game…

Movement in Games

•We've worked with experts in the field of human movement and exercise to insure that we're giving players a good workout and not tiring them out too soon.

•Players are able to choose their Difficulty Level in order to dictate how intense their initial physical experience is.

•We want players to be able to play for extended periods of time. We give them breaks, but try to maintain their target heart rate so that they're getting solid exercise.

•Being able to meet the physical challenges of the game is part of the experience, and raising your fitness level is part of "beating" the games.

Upcoming Line-Up

EyeToy: Play 2

Launch: **July 15, 2005**
Audience: **Children, 7-17**

Overview: Follow-up to the successful EyeToy: Play, the game that launched the EyeToy technology. A much deeper, more complex game, but still delivers a fun, simple and intuitive physical experience. Multiplayer games will encourage group participation among gamers of all ages.

EyeToy: Chat

Launch: **Fall 2005**
Audience: **Adults, 16 – 25**

Overview: An innovative application that provides the only way to visually and audibly communicate with your friends and family on the PS2. Chat's simple set-up and ease of use, as well as living room convenience, are strong selling points. Another innovative use of the EyeToy technology.

EyeToy: Kinetic

Launch: **Sept. 20, 2005**
Audience: **Adults 18 - 34**
- Fitness Fans
- Females
Packaged: **w/Camera**

Overview: An in-home fitness product developed in association with Nike Motionworks, Kinetic provides real-time performance evaluations based on your actual performance. It provides a professional workout and targets a new audience – fitness fans and females. It's a break-through product that establishes the diversity of the ET technology and reinforces that ET can be for everyone.

EyeToy: Kinetic

•With Kinetic, the EyeToy camera has enabled us to create a fitness product that delivers a full body workout with world-class trainers in the privacy of your own home.

•Unlike fitness videotapes and DVDs which are non-interactive and give no real-time feedback to the user, EyeToy: Kinetic's virtual trainers will create a custom workout program and schedule that is tailored to your specific experience level and training goals.

•Your personal virtual trainer will walk you through each exercise and then monitor your performance in a variety of exercises from the Cardio, Combat, Toning, and Mind & Body Zones.

1:20
2

1:20
3

Continuing Evolution

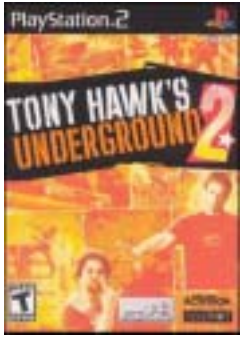
•EyeToy technology represents an evolution in interactive entertainment. EyeToy games appeal lies in their fun, intuitive, socially inviting, physically active and innovative entertainment experience.

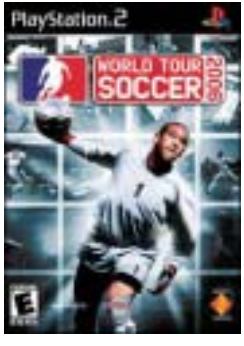
•The EyeToy brand is aimed at a broad audience, encapsulating products that target a wide demographic, but ultimately offering something for everyone and even the most novice gamer can enjoy the fun.

•The diverse content in its growing software line-up delivers unique and innovative experiences for the casual and hardcore gamer.

EyeToy Support

Additional 1st and 3rd party support spans several genres, including sports, adventure and party gaming. The development community is continuing to support EyeToy and is following our lead into the physical gaming space.





Commitment

•Playing video games has never been a passive experience - with players taking an active role in challenges such as the pursuit of a Super Bowl ring or the saving of a Kingdom. But with EyeToy, players are now accepting never-before-possible physical challenges in their living rooms and getting exercise while they do it.

•We’re going to continue to work with cutting edge partners in the physical gaming space and are committed to bringing products to people that get them up off of their couches and physically immersed in interactive entertainment.

EYE TOY™