

IBM

Sony Corporation

Sony Computer Entertainment

**IBM, SONY AND SCEI POWER-ON CELL PROCESSOR-BASED WORKSTATION
PROTOTYPE**

Workstation Provides Quantum Leap Advances in Creating Digital Entertainment Content

ARMONK, NY and TOKYO, November 29, 2004 – IBM, Sony Corporation (Sony) and Sony Computer Entertainment Inc. (SCEI) announced today that they have powered-on the first Cell* processor-based workstation.

The prototype workstation is the first computing application planned for the highly-anticipated Cell processor.

The companies expect that a one rack Cell processor-based workstation will reach a performance of 16 teraflops or trillions of floating point calculations per second.

While an individual Cell processor is capable of parallel processing, a cluster of Cell processors can also act as a huge parallel processing unit, being able to handle massive data required for complex physics simulation and control of digital characters in digital content creation, or can be divided into smaller groups, each carrying out different tasks.

“Cell processor-based workstation will totally change the digital content creation environment,” said Masayuki Chatani, corporate executive and CTO, Sony computer Entertainment Inc. “Its overwhelming power will be demonstrated at every aspect in the development of all kinds

- more -

2-2-2-2 IBM, Sony and SCEI Power-On Cell Processor-Based Workstation Prototype

of digital entertainment content, from movies, broadcast programs to next generation PlayStation games.”

The Cell workstation is designed to deliver tremendous computational power, helping digital entertainment content creators generate higher quality content with richer and more dynamic scenes, much faster than current development systems.

“Our collaboration with Sony is leading to a new era of innovation in the semiconductor and computing industries,” said Colin Parris, vice president of product management, IBM Systems & Technology Group. “The supercomputer-like processing and performance of the Cell processor-based workstation is just the beginning of what we expect will be a wide-range of powerful next-generation solutions resulting from our joint development efforts.”

Cell is a multicore chip comprising a 64-bit Power processor core and multiple synergistic processor cores capable of massive floating point processing, optimized for compute-intensive workloads and broadband rich media applications, including computer entertainment, movies and other forms of digital content.

Sony, SCEI and IBM aim to offer technology that will accelerate the paradigm shift in digital entertainment.

Note:

* “Cell” is the code-name for an advanced microprocessor under development by IBM, Toshiba and Sony Group.

#

About IBM

IBM is the world’s largest information technology company, with 80 years of leadership in helping businesses innovate. IBM is also a recognized innovator in the semiconductor industry, having been first with advances like more power-efficient copper wiring in place of aluminum and faster SOI and silicon germanium transistors. These and other innovations have contributed to IBM’s standing as the number one U.S. patent holder for 11 consecutive years. More information about IBM semiconductors can be found at: <http://www.ibm.com/chips>.

- more -

3-3-3-3 IBM, Sony and SCEI Power-On Cell Processor-Based Workstation Prototype

About Sony Corporation

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading personal broadband entertainment company in the world. Sony recorded consolidated annual sales of approximately \$72 billion for the fiscal year ended March 31, 2004. Sony Global Web Site: <http://www.sony.net/>

About Sony Computer Entertainment Inc.

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 and PlayStation®2 computer entertainment system. 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. 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 two platforms in the respective markets worldwide. Headquartered in Tokyo, Japan, Sony Computer Entertainment Inc. is an independent business unit of the Sony Group.

#