

# HOLIDAY GIFT IDEAS

## Family-Oriented Fun Puts Video Game Systems On Top Of Holiday Wish Lists

(NAPSA)—With the holiday season upon us at a time when there are questions about the health of the economy, many families are keeping the Grinch at bay with a variety of strategies for gift-giving on a budget.

According to the Consumer Electronics Association's (CEA) 15th Annual Holiday Purchase Patterns Study released in October, consumer electronics remain at the top of holiday wish lists despite the economy. In fact, over 80 percent of adults and teens expressed interest in receiving a consumer electronics product as a gift this year, with video game products making up the leading gift choice based on perceived value and "wow factor," according to the CEA.

Today's video game systems increasingly appeal to a diverse range of consumer tastes and provide hours of repeat entertainment—from playing games, to watching movies, to storing music, photos and much more. Accordingly, many industry experts see video game systems emerging as the "hub" of the family room for the holidays and beyond, providing long-range entertainment value for everyone—male or female and across all ages and interests.

This trend is leading many analysts and retailers to applaud the value of Sony's PlayStation 3 (PS3), the most advanced computer entertainment system on the market today, providing multi-functional entertainment for every member of the family.

For the tech-oriented Dad who lives for high-definition entertainment, PS3 includes a built-in Blu-



**One gaming system lets families watch Blu-ray and DVD movies, download games, movies and more.**

ray player, the acknowledged standard for high-definition video. The PS3 actually replaces DVD players by supporting both high-def Blu-ray discs and DVDs, so Dad will be able to simplify the living room with the PS3.

Mom will love the PlayStation Network (PSN), where she can access the video delivery service (VDS) to download full-length movies, television shows and original programming for the family. Content is reasonably priced from \$9.99 to \$14.99 for purchase, while rented content costs between \$2.99 and \$5.99, and anything can be watched immediately with no download downtime. Adding more value is the fact that all VDS content can be transferred and viewed on the PlayStation Portable system (PSP), which is perfect for road trips.

Every member of the family will go crazy for the PS3's full high-definition gaming and huge catalog of games appealing to the hard-core gamer, the casual fan and everyone in between. This includes social games that allow the PS3 to be the center of attention for family gaming night and for holiday parties, including

*SingStar Vol. 2* and *Buzz! Quiz TV*. In addition, the PSN offers up both free online gameplay and exclusive new games and classic PlayStation titles for download at prices ranging from \$4.99 to \$14.99.

Of course, no game this holiday season is more highly anticipated than *LittleBigPlanet*, which blends traditional gaming with user-generated content for a radical new take on social networking and family-friendly fun. *LittleBigPlanet* provides immersive gameplay for up to four people with existing levels, as well as a singular ability to encourage creativity through the building of custom levels that can then be posted online for a global community to play and rank.

If you are thinking of putting PS3 under the Christmas tree, Sony recently announced two new PS3 models in time for the holiday season: The 80GB PS3 provides incredible value at \$399, while a 160GB model doubles the storage for downloadable content at \$499 and also comes bundled with the exciting adventure game *Uncharted: Drake's Fortune*. Factoring in the PS3's 10-year life cycle and constantly updated firmware, it's a gift for the whole family that will stand up to the test of time.

So families that are seeking the best bang for their buck this holiday season will want to take a close look at video games, as they provide extraordinary entertainment value for every member of the family to enjoy for years to come. To learn more about your entertainment options with PS3, visit [www.us.playstation.com](http://www.us.playstation.com).