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Sony, Nintendo Pursue Different Paths

By [DAISUKE WAKABAYASHI](#) and [YUKARI IWATANI KANE](#)

Sony Corp. introduced a smaller and lighter PlayStation Portable game machine and Nintendo Co. unveiled a slate of new games for its Wii console, as the two companies pursue diverging strategies to capture the attention of videogame market.

Sony's new PSP Go device is designed to download games, movies and music, as the company seeks to distinguish itself in the increasingly crowded market for handheld gadgets.

Nintendo, meanwhile, introduced new titles such as an upgrade to its popular Wii Fit exercise game and a new Super Mario Bros. title, as it faces slowing demand for its Wii console after years of scorching growth.

It is not clear if the announcements, made at the E3 videogame conference in Los Angeles, will excite videogame fans. The Nintendo crowd was largely silent, mustering little more than polite applause. The audience at Sony's event was more boisterous, and cheered a few of Sony's coming games.



Sony's U.S. games chief Kazuo Hirai displays the new PSP Go Tuesday.

Nintendo, Sony and [Microsoft Corp.](#) all are highlighting new offerings at the convention to keep players loyal to their platforms. On Monday, Microsoft unveiled its Natal 3D camera, which senses the motion of a player's body and is meant to compete against Nintendo's Wii controller.

Nintendo's DS handheld dominates the portable gaming market, having sold more than 100 million units since its 2004 launch. Sony's PSP has sold more than 50 million units, and the company expects to sell another 15 million units by March 31, 2010.

Sony's new PSP Go will come with a slide-in controller and a slightly smaller screen than the current model. It includes wireless capabilities and more memory, so users can download games and other content to it instead of buying packaged games.

Sony is pushing its online PlayStation Network, which the company wants to make into a destination for downloadable games, movies and music, much like how [Apple Inc.](#)'s iPhone has created a market for simple mobile phone applications.

Sony says the new PSP is 50% smaller and 40% lighter than the current PSP-3000 model, which will continue to be sold. The PSP Go will go on sale in the U.S. and Europe on Oct. 1 for \$249 or €249. It will be available in Japan on Nov. 1 for 26,800 yen (\$277). The PSP-3000 now costs about \$170 in the U.S.

At its event, Nintendo also teased a new piece of hardware called the Wii Vitality Sensor, but revealed few details except that it could gauge a player's pulse.

Write to Daisuke Wakabayashi at [Daisuke.Wakabayashi@wsj.com](mailto:Daisuke.Wakabayashi@wsj.com) and Yukari Iwatani Kane at [yukari.iwatani@wsj.com](mailto:yukari.iwatani@wsj.com)

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