

# Can the PS3 save Sony?

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For a company with almost \$64bn in annual sales, Sony has an awful lot at stake with the launch of its brand-new videogame console, the **PlayStation 3**.

There were **queues of hardcore gamers** waiting outside retailers across the US as it is launched on Thursday night, and all expectations are that every PS3 available will be sold before Christmas. That certainly would be good news for Sony, a company that could do with a dose of seasonal cheer.

Simply put, the PS3 is about more than gaming for Sony: it's about selling **high-definition DVDs** and **televisions**. It's about making investments in cutting-edge technologies pay off. Most of all, it's about improving a once-admired brand that's been badly tarnished over the last year by the recall of hundreds of thousands of **laptop batteries**, the controversial installation of so-called **rootkit software** on music CDs, and a government investigation into the company's static random-access memory (SRAM) business.

"They've been kind of beaten down by all the different things going on," said Adrienne Downey, a senior analyst with Semico. "They've really been hoping that the PS3 would be a turning point for the company. If they can get a successful launch of the PS3, they can begin to rebuild mindshare among consumers who were beginning to think that the Sony brand is not what it used to be."

For more than a decade, Sony has dominated the videogame console business. Between its original PlayStation, which launched in 1994, and its PlayStation 2, which arrived in 2000, Sony has sold well over 200 million consoles and overtaken the previous leader, Nintendo.

"The PS3 is hugely important for the company right now," said Richard Shim, a senior analyst with IDC. "They're reeling from a series of events and the PlayStation has really been the go-to product for them for the last few years."

Holding on to the console market won't be a cakewalk. Sony has to contend with Microsoft -- whose own next-generation console, the Xbox 360, has been on the market for a year and which has already sold more than 6 million units -- as well as Nintendo, which is launching the much-hyped and well-regarded Wii on Saturday night.

The PS3 is seen in many circles as a technological marvel with stunning graphics, a motion-sensitive controller, a Blu-ray player and impressive networking capabilities. But the console has also been beset by its own set of blunders -- release delays, **problems with its blue diode lasers**, **compatibility issues with older games** and expected supply shortages that could last until spring. The European launch has been delayed until March, and **very few units were available** at launch in Japan.

And some worry that its price -- \$599 (£320) for a top-end PS3 -- is too high to appeal to a wide audience, even as Sony has to **subsidise the machine's \$800 manufacturing price tag**. Like Microsoft, Sony is willing to initially lose money on the console with the hope of making it up on games sales.

There's little doubt that the PS3 will sell like hot cakes early on. But the question remains as to how it will sell in the long haul. Some believe it's well-positioned to ultimately win the console war with Microsoft and Nintendo, due to intense brand loyalty from gamers and new technology.

But if it doesn't live up to expectations, the PS3 could put a real dent in several other elements of Sony's overall strategy.

First, the company is counting on the PS3 to put Blu-ray players in millions of households and drive sales of Blu-ray movies and other content. Some even think that Blu-ray buyers may choose PS3s because its price is significantly lower than **stand-alone Blu-ray players**, which are currently around £1,000 in the UK.

"The PS3 is critically important to the future of Blu-ray," said Downey. "Sony's been betting on the PS3 to launch Blu-ray for some time now, so they're really hoping it will sell well and take off and get Blu-ray into all those households."

If the PS3 doesn't sell well, "would Blu-ray still win?" asked Ted Schadler, an analyst with Forrester Research who has predicted the format's ultimate victory over the competing HD DVD. "My bet is that it would. But it would be a slower victory. The PS3 is like an accelerant for Blu-ray, like gasoline on the fire. It could delay the clear winner [of the [Blu-ray/HD DVD war](#)] by a year if this thing bombs in the market."

Similarly, Sony and partners IBM and Toshiba have invested hundreds of millions of dollars in the creation of the Cell processor, the PS3's brains. Some think that that investment is riding on the success of the console.

That said, Tony Massimini, chief of technology at the analyst firm Semico, said he sees the importance of the PS3 to the processor and the infrastructure, but thinks that the companies behind the Cell will push it regardless of the PS3's fortunes.

"Initially, the PS3 is important, but in the long term it's just one of several markets," said Massimini, referring to high-definition video equipment and other products that can use the Cell. "I don't think it would necessarily be a problem for the Cell [if the PS3 fails]. Too much has been put into it."

Sony also hopes the PS3 can play an important role in the digital living room.

Richard Doherty, president of the analyst firm Envisioneering, said the PS3, which ships with gigabit Ethernet and (in the high-end version) Wi-Fi capability, could be the device that will allow consumers to bring in all manner of multimedia content to their homes for years to come, much of it which Sony will surely try to sell directly or at least earn some revenues from.

Sony acknowledges the importance of the PS3 to its future.

"I think we've [the PlayStation group] contributed up to half of the bottom line profits to Sony," said Jack Tretton, vice president of sales and marketing for Sony Computer Entertainment America. "We're a key pillar in the Sony strategy. But with that comes a lot of expectation and a lot of pressure."

The console could have a big impact on the sales of Sony high-definition TVs, as well as for sales of Sony's movies on Blu-ray and DVD and the company's music library, he said.

"In the past, we were in the gaming business, and the gaming business had very loose ties, if any, to other divisions," Tretton said. "With PS3, we have very direct ties."

Ultimately, there is great hope for the PS3. But the ragged lead-up to Thursday's product launch has reminded many how much the electronic giant has riding on this release.

Sony's "legacy is that they're an engineering company, and that's what they hang their hat on," Shim said. "So if they're unable to put out a product that doesn't have bugs, then that hits them right in the heart of their competency."

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