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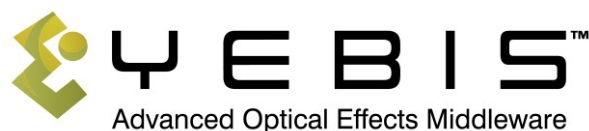
Silicon Studio & Sony Interactive Entertainment Japan Asia (Asia) to participate & lead the Chinese development support project "China Hero Project"

Tokyo, Japan, (July 29, 2016) – On July 27th in Shanghai, Middleware and game development company, Silicon Studio, announced by SIEJA at the "2016 PlayStation Press Conference in China" will participate in the "China Hero Project" held by Sony Interactive Entertainment Japan Asia (Asia) (SIEJA).

SIEJA Executive Vice President Hiroyuki Oda announced the "China Hero Project" initiative, which through the PlayStation® platform and the support of strong partners aims to improve the "Growth and development of China's software industry". By contributing to the global game market penetration of Chinese owned enterprises with a focus on start-up, the project endeavors to create new global class titles and companies. "The creation of global class successful titles (=Hero)."

From game development to sales, companies joining this project affirm the importance of developing China's video game industry and intend to provide cross-sectional technical and management support. Epic Games Inc., CRI Middleware Co., Ltd., Hearts United Group Co., Ltd., Silicon Studio Corp., and Unity Technologies (Shanghai) Limited have agreed to provide Chinese developers with technological and developmental support such as game engine, middleware, and debugging and testing services for quality standards improvement. The project has also entered a partnership with Whiz Partners Inc. to provide support for investment funding, business operations and financial management. When selecting the target companies for the project, it has been important to consider whether they are or can be not only Chinese market savvy, but also "global class title dev teams". By creating these new Heroes, it is expected to be able to boost PlayStation®4 cumulative total actual sales to more than 40 million units worldwide.

To support the development of China's PlayStation® format software companies, Silicon Studio Corp has agreed to become an official partner of the project and provide their "YEBIS" post effects middleware to the development companies participating in the project. Through this project, Silicon Studio Corp. seeks to further promote its technology and products and expand exposure in the growing Chinese market.





About YEBIS

YEBIS is the advanced optical effects middleware from Silicon Studio that accurately delivers camera lenses effects such as bokeh, depth of field and glare. YEBIS simulates an actual camera lens to recreate the most realistic and accurate optical effects.

YEBIS is available for the following platforms:

PlayStation®4, PlayStation®3, PlayStation®Vita, Xbox One, Xbox360®, Windows®(DirectX 9/10/11), iOS, Android

About Silicon Studio

Silicon Studio is a Japan-based game engine and middleware company providing quality rendering, optical effects, and post-effects solutions for game development. Silicon Studio also publishes games across mobile, PC and consoles, and develops games for third parties.



- ※ "PlayStation" is a registered trademark of Sony Interactive Entertainment.
- ※SIEJA: Is a division of Sony Interactive Entertainment responsible for the sales and marketing of Japan and Asian countries and regions.
- ※ YEBIS is a registered trademark of Silicon Studio Corporation.
- ※ All other names and trademarks mentioned are the registered trademarks and property of the respective companies.