

A DEFENDANT	United States District Court Northern District of California	
	Case No. 4:20-cv-05640-YGR	
	Case Title Epic Games, Inc. v. Apple, Inc.	
	Exhibit No. DX-4389	
	Date Entered _____	
By: _____		
Susan Y. Seong, Clerk Deputy Clerk		

Subject: Fwd: PSP Go Launch
From: "Scott Forstall" [REDACTED]
Received(Date): Thu, 29 Oct 2009 03:34:03 +0000
To: "Ron Okamoto" [REDACTED]
Attachment: 500x_custom_1254425076162_pspgohand.jpg
Date: Thu, 29 Oct 2009 03:34:03 +0000

Why are the Fieldrunner engineers working to port their app rather than get in-app purchase and a v.2 to the iPhone?

--S.

Begin forwarded message:

From: Graeme Devine [REDACTED]
Date: October 2, 2009 9:36:03 AM PDT
To: meriko borogove [REDACTED], John Stauffer [REDACTED], Scott Forstall <forstall@apple.com>, Isabel Mahe <isabel@apple.com>, Ron Okamoto [REDACTED], Greg Joswiak [REDACTED]

Subject: PSP Go Launch

Meriko asked me to pass this writeup along.

The PSP Go launched yesterday. It's a key competitor to the iPhone/touch because Sony also relaunched the PSN Store (PSN = PlayStation Network) with digital game downloads and only way you can get content onto the PSP Go is through the store.

- It retails for \$250 which originally had a huge backlash. Reviews have settled somewhat though as people work out a PSP-3000 with a 16GB card actually costs \$20 more.
- 16GB of storage, expandable via memorycard slot.
- Bluetooth with Bluetooth tethering. This means you can use a PS3 controller to play games on the device.
- Despite mixed press the PSP go seems to have sold out at most retail locations (Kotaku)
- Component and analog video out
- PSP Minis launched with over 100 game titles including iPhone ports of Fieldrunners & Heroes of Sparta

- PSN Store launched with over 90 full price PSP titles including Gran Turismo & Soulcaliber bringing the total number of games to around 200
- Sony Pictures / Columbia Blu Ray titles will switch from digital copy discs to PSN Movie codes only viewable on the PSP. Godzilla being the first example/experiment here.
- Sony is positioning itself against the App Store by highlighting their catalog as high quality.
- Sony is appealing to developers who perceive Apple's App Store approval process to be frustrating (I think Sony points this out more than there are actual developers)
- Overall I think Sony is definitely responding to Apple's gaming push.

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