

THANK YOU  
FOR  
ATTENTION!



### Sony Playstation 4: Aim and Fire

Thecasesolutions.com

Sony Corporation was founded by Masaru Ibuka who started an electronics shop in a department store building in Tokyo, Japan. The company was the inventor of Japan's first tape recorder. The company's named was changed to "Sony" in the year of 1958. The company created many new innovations that enabled them to progress to the west.



**Example of Communication Objectives**

The PlayStation 4's ability to connect online with other PlayStation 4 users is a key feature. This feature is a key selling point for the PlayStation 4. The PlayStation 4's ability to connect online with other PlayStation 4 users is a key feature. This feature is a key selling point for the PlayStation 4.

**Product**  
Thecasesolutions.com

**ANALYSIS**

**ADVERTISING**

**PS4'S SELL**

Utku

Tacettin

Thecasesolutions.com  
PS4



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# Why Sony?

[Thecasesolutions.com](http://Thecasesolutions.com)

Sony was our brand of choice because it has such a wide variety of electronic product line that it's hard to miss even the weakest information online. It's incredible works is so extraordinary that it is high praised by many. The high-performance and the details of each product admires not just the both of us but a lot of other users. A reliable company, indeed!

# How Big is Sony?

According to Sony's statistics, in comparison to the year of 2012 and 2013, it's sales are at a constant rate with each category of product lines.

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PS4™

# Product

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The PlayStation 4 is the newest gaming console created by Sony. It has many features that were magnified from the previous generation. Sony hopes to give its users a high-performance experience that ever before. With its sleek console comes the newly designed controller, both will be packaged available to purchase.



# Comparison between PS3 and PS4

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PlayStation 3		PlayStation 4
7-core Cell	<b>CPU</b>	8-core x86-64 AMD Jaguar
256MB XDR + 256MB GDDR3	<b>RAM</b>	8GB GDDR5
2x	<b>Blu-ray</b>	6x
2.0	<b>USB</b>	3.0
IEEE 802.11 b/g	<b>Wireless</b>	IEEE 802.11 b/g/n
2.0	<b>Bluetooth</b>	2.1
610mAh DualShock 3 (6.8 oz)	<b>Controller</b>	1000mAh DualShock 4 (7.4 oz)
640x480 @ 60Hz 320x240 @ 120Hz	<b>Camera</b>	1280x800 @ 60Hz 640x400 @ 120Hz 320x192 @ 240Hz



## TARGET AUDIENCE

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- *Hard-core gamers:*

Typically in their mid to late twenties, single and predominantly male. Gaming is their primary leisure activity (more than 10 hours per week).

- *Mainstream gamers:*

Slightly older and less male-biased than fanatics. A third have children and are quite cautious spenders. They game regularly, predominantly playing the blockbuster titles such as FIFA, Call of Duty and Grand Theft Auto. Digitally savvy without being



# PS4 Situational Analysis



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Sony is a Japan based company that operates in over 180 countries worldwide. Ibuka and Miruta originally started out manufacturing measuring equipment, and have expanded into more complex technological solutions, such as laptops, gaming consoles, and communications devices. The PS4 is the most recent of Sony's gaming consoles.