

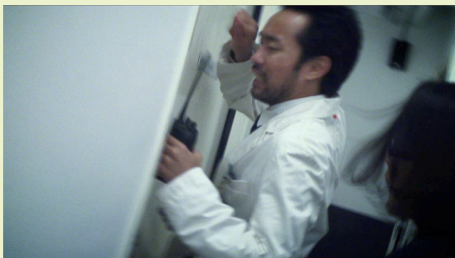


TWO YOUTUBE VIDEOS. ONE WEEK. 1 MILLION VIEWS.

We created a hit online campaign that convinced the global video game community that Sony was going to release a 3D PlayStation 4 console. We did this by creating two 1-minute spots that were seeded on YouTube one week before "E3," the largest video gaming conference in the world. Our spots were reviewed by thousands of users, gaming sites, blogs and forums, and gathered over 1 million views.

PS4

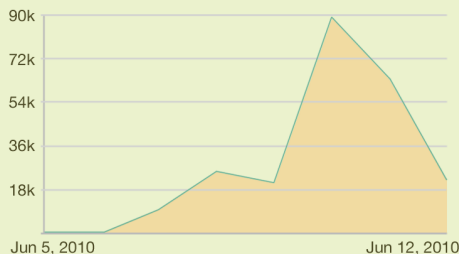
PLAYSTATION 4: NOW TESTING SPEC ONLINE CAMPAIGN



THE VIRAL TEASER

Two Japanese scientists rush frantically to contain what appears to be a critical situation in some kind of lab facility. They enter a room and find a paralyzed man on the ground, tightly gripping some obscured device. He shrieks as they try to pry it from his hands, a tele-vision in the background undulating with a PlayStation logo. The video abruptly ends and cuts to a test card: "PS4 V3.1 – Please Wait a Moment"

Daily Views of this video in week 1



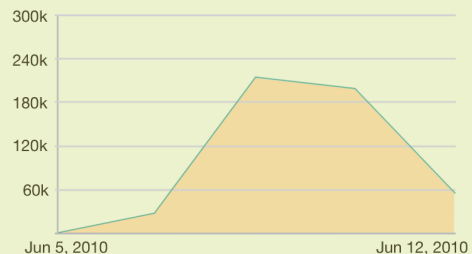
Views in the first week: 229,137*

Total views as of Sept. 2010: Approaching 400k

THE LAUNCH TRAILER

Scientists observe a man behind a two-way mirror as he tests a new 3D video game. His enjoyment turns to bewilderment and then panic as the game world merges with his reality, literally leaping off the screen. He tears his 3D glasses off in terror and stops the game. One scientist exits to notify an authority, but the other stays and continues observing. She smiles when she sees a grin creep along the tester's face

Daily Views of this video in week 1



Views in the first week: 504,733*

Total views as of Sept. 2010: Over 1 Million

*The number of views in the first week of release of the combined two videos exceeded well over 1 million when factoring in the views from the multitude of other users who "ripped" our original content and re-posted it.

DUMMY PILOT IS: Han West | han@dummpilot.com & Warren Tessler | warren@dummpilot.com

View the PS4 campaign and our complete reel at www.dummpilot.com