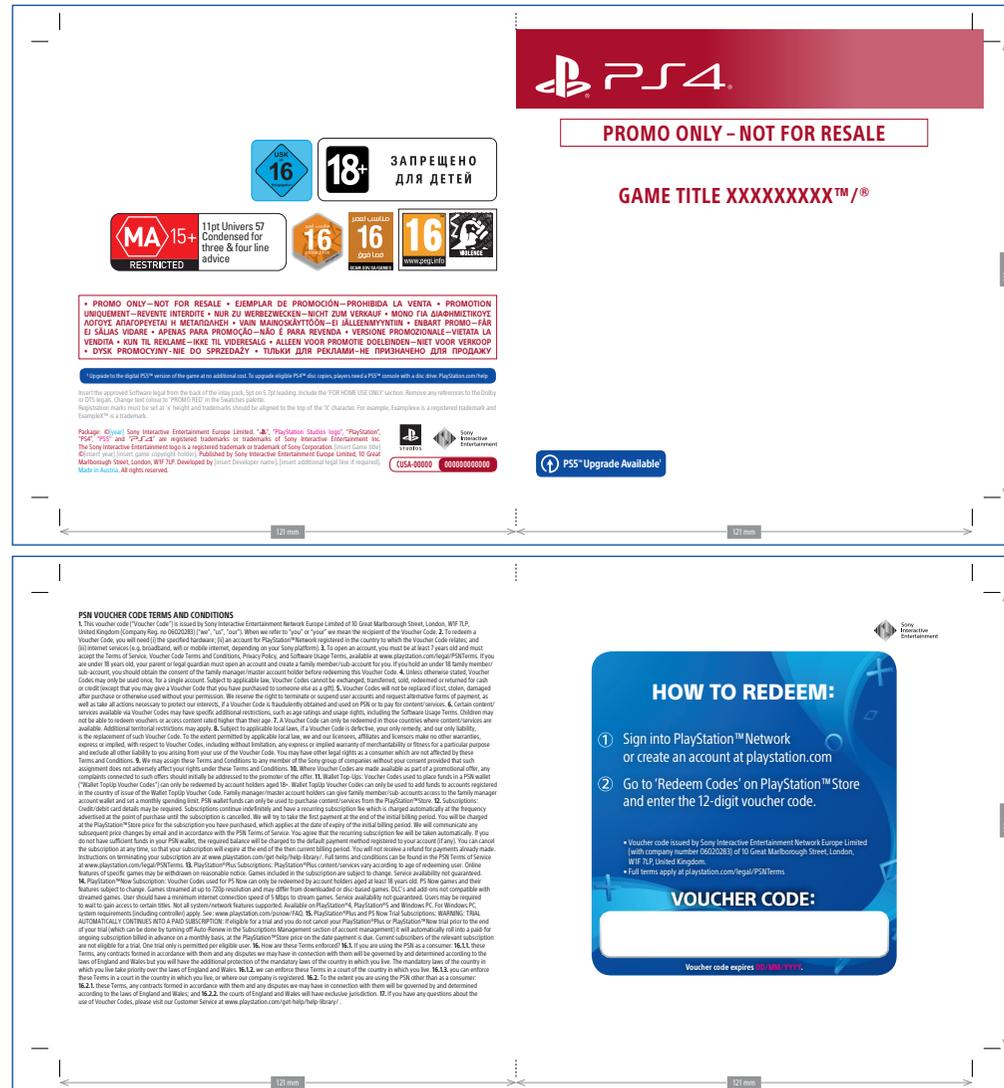




SIEE - Physical Digital Promo Insert Template Guidelines

Version 1.0

PS4™ Physical Digital Promo Insert Template Guidelines



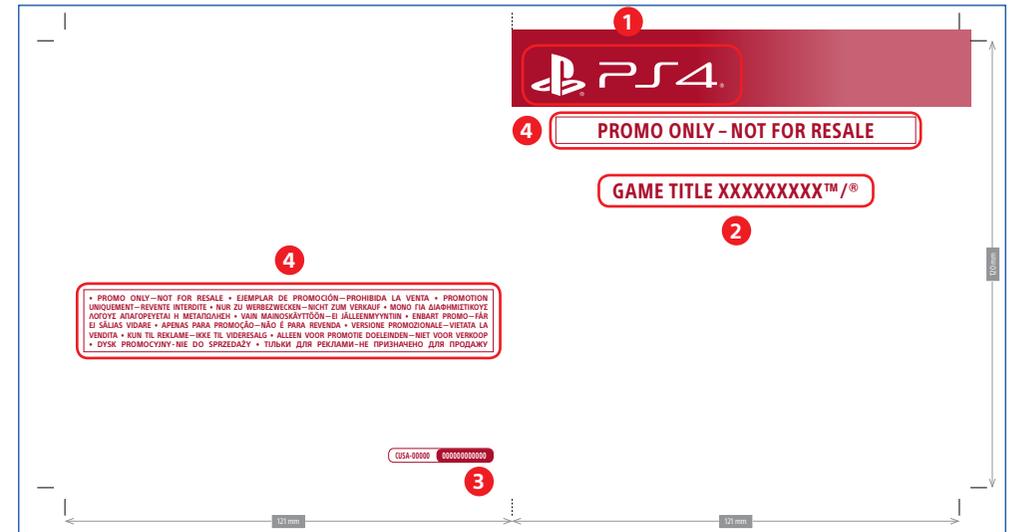
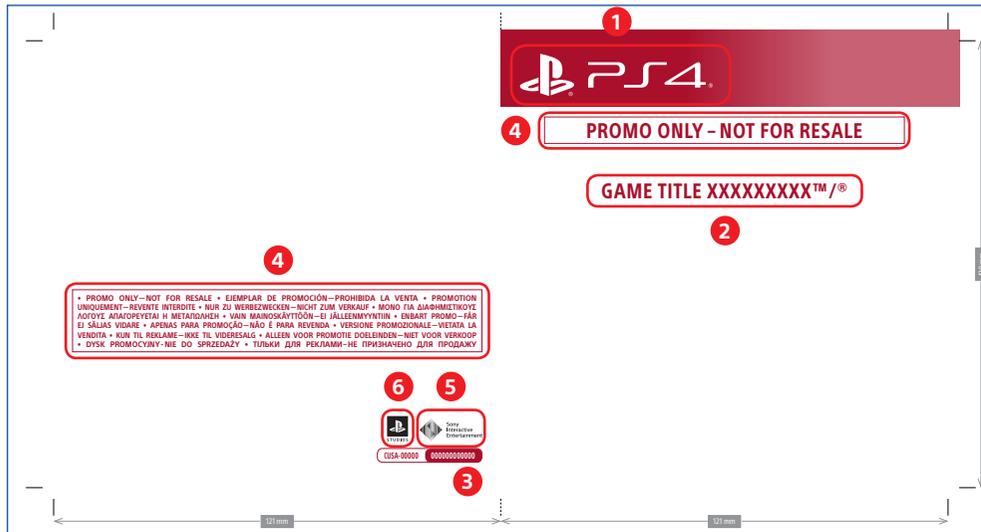
Purpose

Welcome to the PlayStation®4 Physical Digital Promo Insert Template guideline document.

The aim of this document is to educate users about the PS4™ templates and the different sections that form a PS4™ software physical digital promo insert.

PS4™ Physical Digital Promo Insert Template Guidelines

Face side



First-Party template

Core elements that appear on insert

- 1 PS4™ logo branding on front
- 2 Game name
- 3 Product codes (CUSA | UPC)
- 4 Promo Only notice on front and back (Fixed position, font, colour and size)

First-Party Specific

- 5 SIEE logo mark on back of packaging
- 6 PS Studios Logo (Optional. Flexible position horizontally. Distribute equally amongst other icons in this area.)

Third-Party template

Core elements that appear on insert

- 1 PS4™ logo branding on front
- 2 Game name
- 3 Product codes (CUSA | UPC)
- 4 Promo Only notice on front and back (Fixed position, font, colour and size)

PS4™ Physical Digital Promo Insert Template Guidelines



PEGI For further age rating packaging guidance please go to:
<https://pegi.info/page/pegi-age-ratings>

ACB - Australian ACB (Australian Classification Board) formerly known as OFLC (Office of Film and Literature Classification).
 For further age rating packaging guidance please go to:
<https://www.classification.gov.au/>

USK - German For further age rating packaging guidance please go to:
<https://usk.de/en/home/age-classification-for-games-and-apps/graphic-templates/>

Russian no URL

NMC For further age rating packaging guidance please go to:
<http://nmc.gov.ae/en-us/Media-Center/Events/Pages/Age-Classification-System.aspx>

GCAM For further age rating packaging guidance please go to:
<https://www.gcam.gov.sa/en>

Age ratings

Core template elements

The example above, shows an overview of the different regional age ratings required as applied to SIEE PS4™ templates. (Excluding these can cause legal ramifications.) Which ratings used would depend entirely on brief from OPs.

PS4™ Physical Digital Promo Insert Template Guidelines

Insert the approved Software legal from the back of the inlay pack, 5pt on 5.7pt leading. Include the 'FOR HOME USE ONLY' section. Remove any references to the Dolby or DTS legals. Change text colour to 'PROMO RED' in the Swatches palette. Registration marks must be set at 'x' height and trademarks should be aligned to the top of the 'X' character. For example, Example® is a registered trademark and Example™ is a trademark.

Package: ©[year] Sony Interactive Entertainment Europe Limited. "PS", "PlayStation Studios logo", "PlayStation", "PS4", "PS5" and "PS4" are registered trademarks or trademarks of Sony Interactive Entertainment Inc. The Sony Interactive Entertainment logo is a registered trademark or trademark of Sony Corporation. [insert Game title] ©[insert year] [insert game copyright holder]. Published by Sony Interactive Entertainment Europe Limited, 10 Great Marlborough Street, London, W1F 7LP. Developed by [insert Developer name]. [insert additional legal line if required]. Made in Austria. All rights reserved.



CUSA-00000 000000000000

Insert the approved Software legal from the back of the inlay pack, 5pt on 5.7pt leading. Include the 'FOR HOME USE ONLY' section. Remove any references to the Dolby or DTS legals. Change text colour to 'PROMO RED' in the Swatches palette. Registration marks must be set at 'x' height and trademarks should be aligned to the top of the 'X' character. For example, Example® is a registered trademark and Example™ is a trademark.

"PS", "PlayStation", "PS4", "PS5" and "PS4" are registered trademarks or trademarks of Sony Interactive Entertainment Inc. [insert Game title] ©[insert year] [insert game copyright holder]. Sony Interactive Entertainment Europe Limited, 10 Great Marlborough Street, London, W1F 7LP. Published by [insert Publisher name]. Developed by [insert Developer name]. [insert additional legal line if required]. Made in Austria. All rights reserved.

CUSA-00000 000000000000

First-Party

Legal line section

Insert the approved Software legal from the back of the inlay pack, 5pt on 5.7pt leading. Include the 'FOR HOME USE ONLY' section. Remove any references to the Dolby or DTS legals. Change text colour to 'PROMO RED' in the Swatches palette. Registration marks must be set at 'x' height and trademarks should be aligned to the top of the 'X' character. For example, Example® is a registered trademark and Example™ is a trademark.

Package: ©[year] Sony Interactive Entertainment Europe Limited. "PS", "PlayStation Studios logo", "PlayStation", "PS4", "PS5" and "PS4" are registered trademarks or trademarks of Sony Interactive Entertainment Inc. The Sony Interactive Entertainment logo is a registered trademark or trademark of Sony Corporation. [insert Game title] ©[insert year] [insert game copyright holder]. Published by Sony Interactive Entertainment Europe Limited, 10 Great Marlborough Street, London, W1F 7LP. Developed by [insert Developer name]. [insert additional legal line if required]. Made in Austria. All rights reserved.

Third-Party

Legal line section

Insert the approved Software legal from the back of the inlay pack, 5pt on 5.7pt leading. Include the 'FOR HOME USE ONLY' section. Remove any references to the Dolby or DTS legals. Change text colour to 'PROMO RED' in the Swatches palette. Registration marks must be set at 'x' height and trademarks should be aligned to the top of the 'X' character. For example, Example® is a registered trademark and Example™ is a trademark.

"PS", "PlayStation", "PS4", "PS5" and "PS4" are registered trademarks or trademarks of Sony Interactive Entertainment Inc. [insert Game title] ©[insert year] [insert game copyright holder]. Sony Interactive Entertainment Europe Limited, 10 Great Marlborough Street, London, W1F 7LP. Published by [insert Publisher name]. Developed by [insert Developer name]. [insert additional legal line if required]. Made in Austria. All rights reserved.

Key



Mandatory text



SIEE address - Third-party German SKU only



Editable software-related text – mandatory



[year] – Fill in with the correct year – mandatory
Made in line - Insert the appropriate line



PS Studios trademark text - First-party only, if logo is featured.
PS5 trademark text required only if PS5 Upgrade Badge is featured.

All text is to be set to **PROMO RED** once the fields have been completed

PS4™ Physical Digital Promo Insert Template Guidelines

1

PROMO ONLY - NOT FOR RESALE

GAME TITLE XXXXXXXXX™/®

PSS™ Upgrade Available

PSS™ UPGRADE BADGE:
FOR GAME TITLES THAT ARE UPGRADEABLE TO THE PSS™ VERSION, REMOVE, ALONG WITH THE BADGE BADGE, IF AN UPGRADE IS NOT AVAILABLE.*

*THERE ARE 4 DIFFERENT UPGRADE SCENARIOS TO SELECT FROM. GUIDELINES ARE AVAILABLE ON THE PORTAL, PROVIDING ADVICE ON THE CORRECT BADGE TO USE.

PROMO ONLY - NOT FOR RESALE • EJEMPLAR DE PROMOCIÓN - PROHIBIDA LA VENTA • PROMOTION UNBEWEGT • REVENTE INTERDIT • NUR ZU WERBZWECKEN - NICHT ZUM VERKAUF • MONO PIA DAFINNEITKOS KOTOS ADAPORTETAI H METADOTENH • VAIN MARKOIKANTOIN • E JALLEMYTYIN • EMBAT PROMO - PAR E SALAS VIOARE • APENAS PARA PROMOCÃO - NÃO É PARA REVENDA • VERSIONE PROMOZIONALE - VIETATA LA VENTA • KUN TI INKALME - NIKE TI VIDKESALG • ALLEEN VOOR PROMOTIE DOELDEN - NIET VOOR VERKOP • DYSK PROMOCYUNY-NIE DO SPRZEDAZU • ТИПКИ ДЛЯ РЕКЛАМИ - НЕ ПРИЗНАЧЕНО ДЛЯ ПРОДАЖУ

Update to the digital PSS™ version of the game at an additional cost. To upgrade, enable PSS™ for the game, please use a PSS™ console with the drive. PlayStation.com/help

Insert the approved Software legal from the back of the retail pack. Set on 5.1pt leading, include the "FOR HOME USE ONLY" notice. Remove any references to the Dolby or DTS logo. Change text colour to "PROMO ONLY" in the brand palette.

Registration marks must be set at "x" height and trademarks should be aligned to the top of the "X" character. For example, Examples in a registered trademark and Examples™ is a trademark.

Package © [year] Sony Interactive Entertainment Europe Limited. "PS", "PlayStation Studios logo", "PlayStation", "PS4", "PSS" and "PSS™" are registered trademarks or trademarks of Sony Interactive Entertainment Inc. The Sony Interactive Entertainment logo is a registered trademark or trademark of Sony Corporation. Insert Game Title

©Insert year Insert game copyright holder. Published by Sony Interactive Entertainment Europe Limited, 10 Great Marlborough Street, London, W1F 7LP. Developed by [insert developer name] (insert additional legal text if required) Made in Austria. All rights reserved.

CEEA-0000 000000000000

PS4 VOUCHER CODE TERMS AND CONDITIONS

1. This voucher code ("Voucher Code") is issued by Sony Interactive Entertainment Network Europe Limited of 10 Great Marlborough Street, London, W1F 7LP, United Kingdom (Company Reg. no. 06202023) ("we", "us", "our", "ours", "ours", "ours") where we refer to "you" or "your", we mean the recipient of the Voucher Code. 2. To redeem a Voucher Code, you will need (i) the specified hardware; (ii) an account for PlayStation™Network registered in the country to which the Voucher Code relates; and (iii) internet services (i.e. broadband, wifi or mobile internet, depending on your Sony platform). 3. To open an account, you must be at least 18 years old and must accept the Terms of Service, Voucher Code Terms and Conditions, Privacy Policy, and Software Usage Terms, available at www.playstation.com/legal/PSNTerms. If you are under 18 years old, your parent or legal guardian must open an account and create a Family member/sub-account for you. If you hold an account under Family member/sub-account, you should obtain the consent of the Family manager/master account holder before redeeming this Voucher Code. 4. A single redeemed Voucher Code may only be used once, for a single account. Subject to applicable law, Voucher Codes cannot be exchanged, transferred, sold, redeemed or returned for cash or credit (except that you may give a Voucher Code that you have purchased to someone else as a gift). 5. Voucher Codes will not be replaced if lost, stolen, damaged or purchased or otherwise used without your permission. We reserve the right to terminate or suspend user accounts and request alternative forms of payment, as well as take all actions necessary to protect our interests, if a Voucher Code is fraudulently obtained and used on PSN or to gain PSN content/services. 6. Certain content/services available via Voucher Codes may have specific additional restrictions, such as age ratings and usage rights, including the Software Usage Terms. Children may not be able to redeem such content or access content higher than their age. 7. A Voucher Code can only be redeemed in those countries where content/services are available. Additional territorial restrictions may apply. 8. Subject to applicable local law, if a Voucher Code is defective, your only remedy, and our only liability, is the replacement of such Voucher Code. To the extent permitted by applicable local law, we and our licensors, affiliates and licensors make no other warranties, express or implied, with respect to Voucher Codes, including without limitation, any express or implied warranty of merchantability or fitness for a particular purpose (which includes all other liability to you arising from your use of the Voucher Code). You may have other legal rights as a consumer which are not affected by these Terms and Conditions. 9. We may assign these Terms and Conditions to any member of the Sony group of companies without your consent provided that such assignment does not adversely affect your rights under these Terms and Conditions. 10. Where Voucher Codes are made available as part of a promotional offer, any complaints connected with such offer should be addressed to the promoter of the offer. 11. Where Voucher Codes are used to place funds in a PSN wallet ("Wallet TopUp Voucher Codes") can only be redeemed by account holder aged 18+. Wallet TopUp Voucher Codes can only be used to add funds to accounts registered in the country of issue of the Wallet TopUp Voucher Code. Family manager/master account holders can give Family member/sub-account access to the Family managed account wallet and can monthly spending limit. PSN wallet funds can only be used to purchase content/services from the PlayStation™Store. 12. Subscriptions (credit/debit card details may be required). Subscriptions continue indefinitely and have a recurring subscription fee which is charged automatically at the frequency advertised at the point of purchase and the subscription is cancelled. We will try to take the first payment at the end of the initial billing period. You will be charged the PlayStation™Store price for the subscription you have purchased, which applies at the date of expiry of the initial billing period. We will communicate any subsequent price changes by email and in accordance with the PSN Terms of Service. You agree that the recurring subscription fee will be taken automatically. If you do not have sufficient funds in your PSN wallet, the required balance will be charged to the default payment method registered to your account (if any). You can cancel the subscription at any time, so that your subscription will expire at the end of the then current billing period. You will not receive a refund for payments already made in excess of the amount of your subscription as at www.playstation.com/legal/help/why. Full terms and conditions can be found in the PSN Terms of Service. 13. PlayStation™Now Subscriptions: PlayStation™Plus content varies by age according to age of redeeming user. Online features of specific games may be subscription or non-subscription. Games included in the subscription are subject to change. Game availability not guaranteed. 14. PlayStation™Now Subscriptions: Voucher Codes used for PS Now can only be redeemed by account holders aged at least 18 years old. PS Now games and their features subject to change. Games measured at up to 720p resolution and may differ from downloaded or disc-based games. PS4 and PS5 are not compatible with streamed games. User should have a minimum internet connection speed of 5 Mbps to stream games. Service availability not guaranteed. Users may be required to wait to gain access to certain titles, but all system/network features supported. Available on PlayStation®4, PlayStation®5 and Windows PC. For Windows PC, system requirements (including controller) apply. See www.playstation.com/psnow/faq. 15. PlayStation™Plus and PS Now Trial Subscriptions: WARNING: TRIAL, AUTOMATICALLY CONVERTS INTO PAID SUBSCRIPTION (eligible for a trial and you do not cancel your PlayStation™Plus and PlayStation™Now trial prior to the end of your trial (which can be done by turning off Auto Renew in the Subscriptions Management section of account management)) will automatically roll into a paid for ongoing subscription (which is applicable on a monthly basis) at the PlayStation™Now price on the date payment is due. Current subscribers of the relevant subscription fee not eligible for a trial. One trial only permitted per eligible user. 16. How are these Terms enforced? 16.1 If you are using the PSN as a consumer, 16.1.1 these Terms, and contracts formed in accordance with them, and any dispute we may have in connection with them, shall be governed by and determined according to the law of England and Wales but you will have the additional protection of the mandatory law of the country to which you live. The mandatory law of the country in which you live shall prevail over the law of England and Wales. 16.1.2 we can enforce these Terms in a court of the country in which you live. 16.1.3 you can enforce these Terms in a court in the country in which you live or where our company is registered. 16.2 To the extent you are using the PSN other than as a consumer, 16.2.1 these Terms, any contracts formed in accordance with them and any dispute we may have in connection with them will be governed by and determined according to the laws of England and Wales, and 16.2.2 the courts of England and Wales will have exclusive jurisdiction. 17. If you have any questions about the game/Voucher Code, please visit our Customer Service at www.playstation.com/legal/help/why.

HOW TO REDEEM:

- 1 Sign into PlayStation™Network or create an account at playstation.com
- 2 Go to 'Redeem Codes' on PlayStation™Store and enter the 12-digit voucher code.

VOUCHER CODE:

Voucher code expires 10/00/YYYY

• Voucher code issued by Sony Interactive Entertainment Network Europe Limited (with company number 06202023) of 10 Great Marlborough Street, London, W1F 7LP, United Kingdom.
• Full terms apply at playstation.com/legal/PSNTerms.

Marketing

Core template elements

1 **Marketing area** - the magenta dashed marquee lines indicate where software marketing elements are permitted to be placed. Marketing communications should not be placed over or interfere with inlay template elements.

Contact

Should you need any further information, please contact sie.template.queries@sony.com

Revision History

01/03/2021	Version 1.0 released
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