

2016/7/27
CRI Middleware Co., Ltd.
1-7-7-9F Shibuya
Shibuya, Tokyo 150-0002, Japan
www.criware.com

CRI Middleware Co., Ltd. (3698:TYO) partners with Sony Interactive Entertainment Japan Asia (SIEJA) on “China Hero Project”, a groundbreaking initiative to support PlayStation console game development in China.

Tokyo, Japan -- July 27, 2016 – In partnership with SIEJA, CRI Middleware, the leading provider of cross-platform audio and video solutions for interactive media today announced “China Hero Project™” a groundbreaking new initiative to support console game development in China. The announcement was made at “2016 PlayStation Conference in China” today.

On the China Hero Project™, SIEJA has partnered with companies that are driven to contribute to the expansion of PlayStation® platforms, and the video game industry in China as a whole. China Hero Project partners will provide development technologies such as game engines and middleware, quality assurance testing, as well as support in business operations and financing, and more to selected Chinese developers. For SIEJA, the most important criteria in selecting developers for this program is finding titles and teams with the potential to succeed globally. These handpicked titles and teams are the true “heroes” of the China Hero Project™. PlayStation4®, now with over 40 million units sold worldwide, will serve as the platform for these selected developers to present their games to China and the world.

CRI Middleware was chosen to partner with SIEJA to provide their industry leading audio and video SDK, CRIWARE™, to enable the China Hero Project developers to create immersive game music, sound, voice, and stunning cinematics. For CRI Middleware, the leader in console game middleware in Japan, “China Hero Project” represents a major step in its newly launched global expansion strategy.

Hiroyuki Oda, Deputy President (Asia) at SIEJA said that, “I am dreaming of many great games, played throughout the world, that are developed for the PlayStation® platforms by many excellent developers in China. High quality titles require high quality technology. The audio and video technology of CRIWARE™ that has is behind so many great titles in Japan will now be a key element of software development for the PlayStation® platforms in China. The goal of this project is to find great titles and make great content, and CRI Middleware will be a strong technical partner in that effort.”

To launch the “China Hero Project”, SIEJA will announce the initiative and introduce participating partners and technologies at China Game Developers Conference (CGDC: 2016/7/28 – 7/31). Masao Oshimi, President of CRI Middleware, will speak about “Advantages of an Integrated Audio Solution in Console Development” at CGDC to demonstrate the technology and techniques using CRIWARE™. Oshimi San commented that, “We are very pleased to participate in this project and contribute to the game development community in China. CRIWARE has been supporting

high quality Japanese console games for the last 20 years, and I strongly believe this project will help Chinese developers to create PlayStation® games that players around the world will be excited to play! Reality and immersion in a game require high quality audio and video, and CRIWARE™, which is used in more than 3300 games, will help developers to achieve that goal.”