

Office of the Secretary

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

March 24, 2015

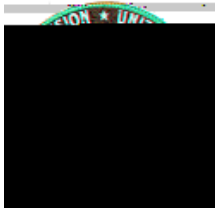
Ferbie Vazquez  
State of New York

Re: *In the Matter of Sony Computer Entertainment America LLC and Deutsch LA, Inc.*  
FTC File No. 122 3252, Docket Nos. C-4514 and C-4515

Dear Mr. Vazquez:

Thank you for commenting on the Federal Trade Commission's proposed consent





Office of the Secretary

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

March 24, 2015

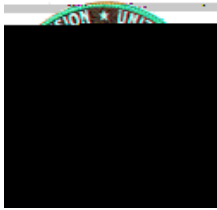
Michael Csikos  
Outside the United States

Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. 4514

Dear Mr. Csikos

Thank you for commenting on the Federal Trade Commission proposed consent agreement in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

According to your comment, you believe that Sony's advertisements for the PS Vita were deceptive, and that the monetary relief afforded by the order is insufficient. Based on evidence gathered during the investigation, the Commission believes that the order provides substantial redress to PS Vita purchasers deceived by advertisements misrepresenting certain features of the PS Vita. Please note that in addition to monetary relief, the order includes strong injunctive relief against Sony, among other things prohibiting conduct of the sort at issue in this case. If Sony violates the Commission's final order, it would be liable for civil penalties of up to \$16,000 per violation, pursuant to Section 5(1) of the FTC Act, 15 U.S.C. § 45(1). As the case with all Commission orders, Commission staff will closely monitor Sony's future activities to determine whether any violations occur.



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

Office of the Secretary

March 24, 2015

Kathryn DiGiacomo  
State of New Jersey

Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. 4514

Dear Ms. DiGiacomo

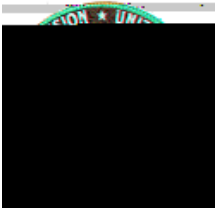
Thank you for commenting on the Federal Trade Commission proposed consent agreement in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

According to your comment, you believe that Sony's advertis

After consideration of your comment, the Commission has determined that the relief set forth in the consent agreement is appropriate and sufficient to remedy the violations alleged in the complaint. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources, and we thank you again for your comment.

By direction of the Commission.

Donald S. Clark  
Secretary



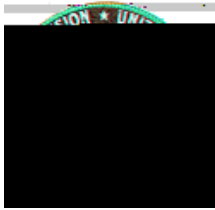
Office of the Secretary

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

March 24, 2015

Hernandez  
State of New Jersey

Re:



Office of the Secretary

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

March 24, 2015

Michael Manico  
State of New York

Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. 0514

Dear Mr. Manico

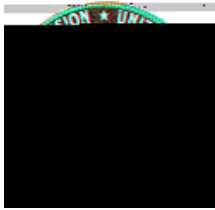
Thank you for commenting on the Federal Trade Commission proposed consent agreement in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

According to your comment, you expressed your belief that Sony's advertisement depicting the remote play and 3G features of the PS Vita were deceptive, and that the monetary relief afforded by the order is insufficient. Based on evidence gathered during the investigation, the Commission believes that the order provides substantial redress to PS Vita purchasers deceived by advertisements misrepresenting certain features of the PS Vita. Please note that in addition to monetary relief, the order includes strong injunctive relief against Sony by, among other things, prohibiting conduct of the sort at issue in this case. If Sony violates the Commission's final order, it would be liable for civil penalties of up to \$16,000 per violation, pursuant to Section 5(1) of the FTC Act, 15 U.S.C. § 45(1). As is the case with all Commission orders, Commission staff will closely monitor Sony's future activities to determine whether any violations occur.

After consideration of your comment, the Commission has determined that the relief set forth in the consent agreement is appropriate and sufficient to remedy the violations alleged in the complaint. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources, and we thank you again for your comment.

By direction of the Commission.

Donald S. Clark  
Secretary



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

Office of the Secretary

March 24, 2015

Jacob Oarethu  
State of Connecticut

Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. 0514

Dear Mr. Oarethu

Thank you for commenting on the Federal Trade Commission proposed consent agreement in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

According to your comment, you believe that Sony's advertisements depicting the remote play and 3G features of the PS Vita were deceptive, and that Sony should give you a full refund. Based on evidence gathered during the Commission's investigation, the Commission believes for civil penalties of up to \$16,000 per violation, pursuant to Section 5(1) of the FTC Act, 15 U.S.C. § 45(1). As is the case with all Commission orders, Commission will closely monitor Sony's future activities to determine whether any violations occur.

After consideration of your comment, the Commission has determined that the relief set forth in the consent agreement is appropriate and sufficient to remedy the violations alleged in the complaint. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources, and we thank you again for your comment.

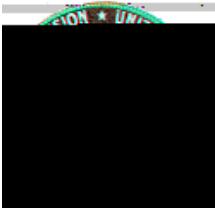
By direction of the Commission.

Donald S. Clark  
Secretary

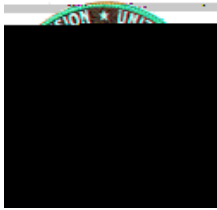








UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

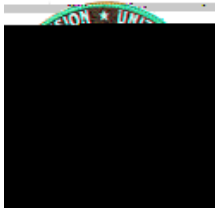


Office of the Secretary

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

March 24, 2015

Michael Vance  
State of Ohio



Office of the Secretary

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

March 24, 2015

Jonathan Ball  
State of Texas

Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. 4514

Dear Mr. Ball

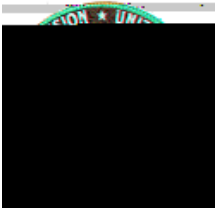
Thank you for commenting on the Federal Trade Commission proposed consent agreement in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

In your comment, you submitted a picture of a PS Vita. Under the proposed order, if you purchased your PS Vita before June 1, 2012, you may be eligible to receive redress in the form of either \$25 in cash or a \$50 merchandise voucher for select video games ~~services~~. After the order is finalized, Sony Computer Entertainment America LLC ("SCEA") will send all eligible purchasers it can reasonably identify email describing how to obtain their redress. SCEA will also publish the details of this redress ~~on~~ the first page of the PlayStation Vita section of its website. For more information on the settlement and the status of the proposed order, please visit [www.ftc.gov](http://www.ftc.gov) and search for "Sony Computer Entertainment America."

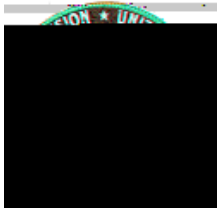
In your comment, you do not propose any revisions to the draft complaint or the con

thank you again fo

By direction



UNITED STATES OF AMERICA



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

Office of the Secretary

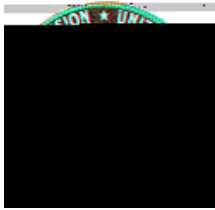
March 24, 2015

David Carter  
State of Mississippi

Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. 0514

Dear Mr. Carter

Thank you for commenting on the Federal Trade Commission proposed consent agreement in the above referenced proceeding. The Commission



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

Office of the Secretary

March 24, 2015

John Waldorf  
Commonwealth of Pennsylvania

Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. 4514

Dear Mr. Waldorf:

Thank you for commenting on the Federal Trade Commission proposed consent agreement in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

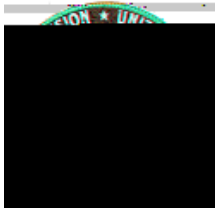
According to your comment, you believe that Sony's advertisements depicting the remote play feature of the PS Vita were deceptive and that you would narrow the class of consumers eligible for redress under the order and increase the amount of redress Sony would have to give to this more limited group. Specifically, you suggest that redress be limited to eligible purchasers who had also registered a PS3 before June 1, 2012, and that this class of



After consideration of your comment, the Commission has determined that the relief set forth in the consent agreement is appropriate and sufficient to remedy the violations alleged in the complaint. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources, and we thank you again for your comment.

By direction of the Commission.

Donald S. Clark  
Secretary



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
Washington, DC 20580  
The Commission has placed your comment in the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. 4.9(b)

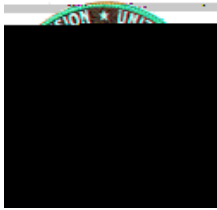
Office of the Secretary

March 24, 2015

Matthew Chong  
State of Florida

Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. 4514





UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

Office of the Secretary

March 24, 2015

Calieb Lopez  
State of California

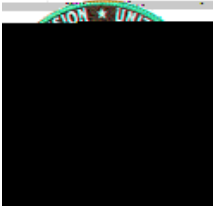
Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. 0514

Dear Mr. Lopez

Thank you for commenting on the Federal Trade Commission proposed consent agreement in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

According to your comment, you believe that Sony's advertisement depicting the remote play feature of the PS Vita was deceptive and that the proposed order does not adequately compensate consumers or deter Sony from engaging in similar conduct in the future. First, we note that in addition to the consumer redress provision, the proposed order includes strong injunctive relief against Sony, among other things, prohibiting conduct of the sort at issue in this case. As a considerable deterrent, if Sony violates the Commission's final order, it would be liable for civil penalties of up to \$16,000 per violation, pursuant to Section 5(1) of the FTC Act, 15 U.S.C. § 45(1). As is the case with all Commission orders, Commission staff will closely monitor Sony's future activities to determine whether any violations occur. Second, based on evidence gathered during the investigation, the Commission believes that the order provides the appropriate amount of redress to PS Vita purchasers deceived by advertisements misrepresenting certain features of the PS Vita.

After consideration of your comment, the Commission has determined that the relief set forth in the consent agreement is appropriate and



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION

Wh 24, 2014

Jacob Martin  
State of Florida

Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. 4514

Dear Mr. Martin

Thank you for commenting on the Federal Trade Commission proposed consent agreement in the above referenced proceeding. The Commission has placed your comment in the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission Rules of Practice, 16 CFR § 4.9(b)(6)(ii), and has given it serious consideration.

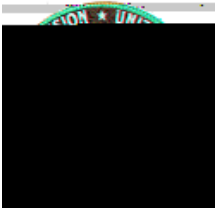
According to your comment, you were an early adopter of the PS Vita who was misled by advertisements touting the remote play and 3G features of the console. As a result, you would like to receive redress under the proposed order. Under the proposed order, there are a number of ways to claim your redress. First, after the proposed order is finalized by the Commission, Sony will send all eligible purchasers it can reasonably identify an email describing how to obtain their redress. The company will publish the details of the redress offer in a document located on the first page of the PlayStation Vita section of its website. Finally, the Commission will send your comment to the company to alert it of your request. For more information on the settlement and the status of the proposed order, please visit [www.ftc.gov](http://www.ftc.gov)

\_\_\_\_\_ and search for “Sony  
Computer Entertainment America.”

After consideration of your comment, the Commission has determined that the relief set forth in the consent agreement is appropriate and sufficient to remedy the violations alleged in the complaint. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources, and we thank you again for your comment.

By direction of the Commission.

Donald S. Clark  
Secretary



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

Office of the Secretary

March 24, 2015

Justin McCormick  
Commonwealth of Virginia

Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. 0514

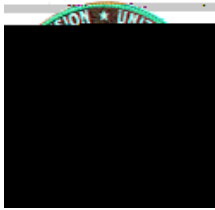
Dear Mr. McCormick

Thank you for commenting on the Federal Trade Commission proposed consent agreement in the above referenced proceeding. The Commission proposed order will go to your junk mail. Under the proposed order, there are a number of ways you can access the necessary forms to claim your redress. Once the proposed order is finalized by the Commission, Sony will send all eligible purchasers it can reasonably









UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

Office of the Secretary

March 24, 2015

Kevin Turi  
State of Texas

Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. 0514

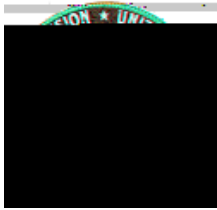
Dear Mr. Turi

Thank you for commenting on the Federal Trade Commission proposed consent agreement in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

In your comment, you expressed your disappointment that the PS Vita did not function as advertised. Your comment suggests general support for the Commission's action, and you do not propose any revisions to the draft complaint or the consent agreement. Accordingly, the Commission has determined that the public interest would best be served by issuing the Decision and Order in final form without modification. The final Decision and Order and other relevant materials are available from the Commission's website at <http://www.ftc.gov>. It helps the Commission's analysis to hear from a variety of sources, and we thank you again for your comment.

By direction of the Commission.

Donald S. Clark  
Secretary



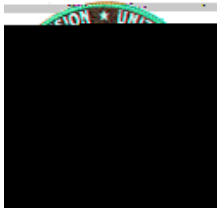
UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

Office of the Secretary

March 24, 2015

Matthew W. Fox  
State of California

Your comment suggests that the Commission should include a requirement that Sony  
about the Commission's order on the AT & T challenge to the Sony PS Vita. Please  
that PS Vita users could engage in live



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

Office of the Secretary

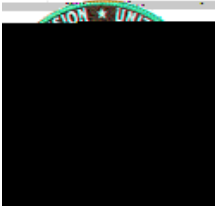
March 24, 2015

Brad Burson  
State of Tennessee

Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. 4514

Dear Mr. Burson

Thank you for commenting on the Federal Trade Commission proposed consent agreement in the above-referenced proceeding.



Office of the Secretary

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

March 24, 2015

Dominic Pratt  
State of California

Re:

UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, DC 20580

Office of the Secretary

March 24, 2015

JC Wroten  
State of Maryland

Re: In the Matter of Sony Computer Entertainment America LLC  
File No. 122 3252, Docket No. C-4514

Dear Mr. Wroten

Thank you for commenting on the Federal Trade Commission's proposed consent agreement in the above-referenced proceeding. The Commission has placed your comment on the public record pursuant to Rule 4.9(b)(6)(ii) of the Commission's Rules of Practice, 16 C.F.R. § 4.9(b)(6)(ii), and has given it serious consideration.

According to your comment, you believe that Sony's advertisements depicting the cross platform features of the PS Vita were deceptive, and hope that you will be offered consumer redress under the proposed order. The order prohibits Sony Computer Entertainment America LLC ("Sony") from making similarly deceptive claims in the future. In addition, if you purchased your PS Vita before June 1, 2012, you are eligible to receive redress in the form of either \$25 in cash or a \$50 merchandise voucher for select video games and/or services. Soon after the proposed order is finalized by the Commission, Sony will send all eligible purchasers it