

No Announcement of Playstation Phone at CES

Written by mike smith

Wednesday, 05 January 2011 22:03 - Last Updated Thursday, 06 January 2011 10:47



Hopes were high that Sony Computer Entertainment head honcho Kaz Hirai would unveil the not-so-secret PlayStation Phone during Sony's CES keynote; however, instead of pulling the portable out of his pocket, he gave us the next best thing ... a tease. Hirai teased that Sony's "strategy encompasses driving the development of a variety of new strategic products and services including tablets currently in development as well as smartphones, all the while of course integrating the know-how and the assets that we've accumulated from our PlayStation business."

What does that mean? It sounds like the PlayStation Phone is just part of the plan to leverage the PlayStation branding and games for Sony's other products. He continued, "In 2011, you will start to see an implementation of a strategy we've developed and continually refined over the past 18 months. And you will see this strategy executed in the form of great new products and services coming to market that leverage Sony's strongest assets. In addition to launching a line of Sony tablets, we'll be building upon the video, music, game and book offerings on our Qriocity and our PlayStation Network services to deliver a compelling, unique experience for Sony across a wide range of consumer electronic devices."

A wide range, eh? Tablets, smartphones ... maybe PSP 2s. What else?

Original article can be found [here](#)

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