



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 agreements 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 Sony and Deutsch deceptively advertised the cross save feature of the PS Vita. Your comment suggests general support for the Commission's action, and you do not propose any revisions to the draft complaints or the consent agreements. Accordingly, the Commission has determined that the public interest would best be served by issuing the Decisions and Orders in final form without modification. The final Decisions and Orders 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

Romeo Adriano
State of California

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

Dear Mr. Adriano:

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.

In your comment, you expressed your disappointment that the PS Vita did not function as advertised. Your comment expresses 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



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. C-4514

Dear Mr. Csikos:

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 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 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



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

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. C-4514

Dear Ms. DiGiacomo:

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 advertisement depicting the cross save feature of the PS Vita was deceptive, but that the proposed order does not adequately compensate consumers or deter Sony from engaging in similar conduct in the future. We would note that in addition to the consumer redress provision, the proposed order includes strong injunctive relief against Sony by, 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.

Please note that the Commission's proposed complaint in this matter alleges that Sony's advertising claims constituted unfair or deceptive acts or practices in or affecting commerce, in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a). The Commission is not authorized to collect fines or penalties based on such violations. Rather, under the consent agreement, Sony is required to redress consumers deceived by its deceptive advertisements. Based on evidence gathered during the investigation, the Commission believes that the order provides substantial redress to those PS Vita purchasers likely deceived by Sony's 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 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: *In the Matter of Sony Computer Entertainment America LLC*
File No. 122 3252, Docket No. C-4514

Dear Mr. or Ms. Hernandez:

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 remote play feature of the PS Vita were blatantly 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



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. C-4514

Dear Mr. Manico:

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 expressed your belief that Sony's advertisements 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



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

March 24, 2015

Jacob Oarethu
State of Connecticut

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

Dear Mr. Oarethu:

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 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 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



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

March 24, 2015

James Rarick
State of Washington

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

Dear Mr. Rarick:

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.

In your comment, you expressed your disappointment in Sony's deceptive advertisements for the 3G and remote play features of the PS Vita. Your comment expresses 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



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

March 24, 2015

Augustine Rivera
Commonwealth of Pennsylvania

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

Dear Mr. Rivera:

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.

In your comment, you asked for information on how to claim your cash or voucher under the consumer redress provision in 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 and/or services. Soon 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. SCEA will also publish the details of this redress offer by linking to a notice 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 and search for "Sony Computer Entertainment America." Given your interest, we will forward your comment to the company to alert them to your request for redress.

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

Yetta Rubio
State of New York

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

Dear Ms. Rubio:

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.

In your comment, you asked for information on the status of the consumer redress provision in 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 and/or services. Soon after the proposed order is finalized by the Commission, Sony will send eligible purchasers it can reasonably identify an email with all the information necessary to obtain redress. The company will also publish the details of this redress offer on the first page of the PlayStation Vita section of its website. Given your interest, the Commission will send your comment to the company to alert it of your request. You can obtain more information on the settlement and about the status of the proposed order by visiting www.ftc.gov and searching 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



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

March 24, 2015

Michael Vance
State of Ohio

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

Dear Mr. Vance:

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 purchased a PS Vita in 2014, and are requesting a \$50 credit under the redress provision of the proposed order. Under the order, however, you would have to have purchased your PS Vita before June 1, 2012 to be eligible to receive consumer redress. As noted in the Commission's draft complaint, this matter challenges advertisements disseminated in connection with the launch of the PS Vita in 2012. Although consumer redress is limited to this launch period, the proposed order includes strong injunctive relief against Sony by, among other things, prohibiting conduct of the sort at issue in this advertising campaign. 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



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. C-4514

Dear Mr. Ball:

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.

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 and/or services. After the order is finalized, Sony Computer Entertainment America LLC ("SCEA") will send all eligible purchasers it can reasonably identify an email describing how to obtain their redress. SCEA will also publish the details of this redress offer 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 and search for "Sony Computer Entertainment America."

In your comment, 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



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

March 24, 2015

Derric Bushong
State of Indiana

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

Dear Mr. Bushong:

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.

In your comment, you expressed your disappointment that Sony deceptively advertised the remote play feature of the PS Vita, and said that the Commission has acted correctly in this matter. Your comment expresses 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



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

March 24, 2015

David Carter
State of Mississippi

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

Dear Mr. Carter:

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.

In your comment, you expressed your belief that Sony engaged in deceptive advertising in its marketing of the remote play and cross platform features of the PS Vita. 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



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

March 24, 2015

John Waldorf
Commonwealth of Pennsylvania

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

Dear Mr. Waldorf:

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 remote play feature of the PS Vita were deceptive, but 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 more limited class of consumers receive a PS4. By limiting the class of eligible consumers in this manner, however, the Commission would be denying redress to consumers who might have been planning to purchase a PS3 to use with their PS Vitas, or whose family PS3 was registered in a different name.

Based on evidence gathered during the investigation, the Commission believes that the order provides substantial redress to those identifiable purchasers most likely to have been misled regarding certain features of the PS Vita. In addition, the proposed 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



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

March 24, 2015

Matthew Chong
State of Florida

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

Dear Mr. Chong:

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.

In your comment, you expressed your disappointment that the PS Vita did not function as advertised, and requested compensation under the proposed order against Sony Computer Entertainment America LLC ("SCEA"). 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 and/or services pursuant to the proposed order against SCEA. Soon after the proposed order is finalized by the Commission, SCEA will send eligible purchasers it can reasonably identify an email with all the information necessary to obtain redress. The company will also publish the details of this redress offer on the first page of the PlayStation Vita section of its website. Given your interest, the Commission will send your comment to SCEA to alert it of your redress request. You can obtain more information on the settlement and about the status of the proposed order by visiting www.ftc.gov and searching 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

David Dell'Aera
State of Connecticut

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

Dear Mr. Dell'Aera:

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 remote play feature of the PS Vita deceived early adopters of the product. The proposed order prohibits Sony from making similarly deceptive claims in the future. In addition, 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 and/or services. After the proposed order is finalized, Sony will send eligible purchasers an email describing how to obtain redress. Sony will also publish the details of the redress offer in a link on the first page of the PlayStation Vita section of its website.

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

Calieb Lopez
State of California

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

Dear Mr. Lopez:

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 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 by, 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 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, 2014

Jacob Martin
State of Florida

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

Dear Mr. Martin:

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 were an early adopter of the PS Vita who was deceived 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, soon 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 notice 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 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. C-4514

Dear Mr. McCormick:

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 may be an eligible consumer under the redress provision of the proposed order, but are concerned that the emailed notification mandated by the 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. First, soon 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 subject line of this email will read, "*Important: Sony Computer Entertainment America offering money back or merchandise to certain purchasers of PlayStation Vita.*" Second, if you do not receive this email, the company will publish the details of the redress offer in a notice located on the first page of the PlayStation Vita section of its website. The link to the website notice, will also be labeled, "*Important: Sony Computer Entertainment America offering money back or merchandise to certain purchasers of PlayStation Vita.*" 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 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



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

March 24, 2015

Matthew Molien
State of Washington

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

Dear Mr. Molien:

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 purchased your PS Vita before June 1, 2012, and therefore may be eligible for consumer redress under the proposed order. You are concerned, however, that you will be unable to prove this purchase date. Under the proposed order, soon after the proposed order is finalized by the Commission, the company will send all eligible purchasers it can reasonably identify an email containing the information necessary to claim their redress. The subject line of this email will be, "*Important: Sony Computer Entertainment America offering money back or merchandise to certain purchasers of PlayStation Vita.*" If you do not receive such an email, the company will publish the necessary information in a similarly labeled link 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 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

Cameron Robichau
State of California

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

Dear Mr. Robichau:

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.

In your comment, you expressed your belief that Sony deceptively advertised the remote play feature of the PS Vita, and indicated that you had purchased your PS Vita on November 23, 2012. Unfortunately, under the proposed order, to be eligible for redress, you must have purchased your PS Vita before June 1, 2012. As part of the Commission's settlement, Sony has agreed to partially refund early adopters of the PS Vita who were the most likely to have been misled by the challenged advertisements released at launch for the PS Vita. Based on evidence gathered during the investigation, the Commission believes consumers who purchased the PS Vita before June 2012 were the most likely to have been misled by these early ads.

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

Kevin Turi
State of Texas

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

Dear Mr. Turi:

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.

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



Office of the Secretary

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION
WASHINGTON, DC 20580

March 24, 2015

Matthew W. Fox
State of California

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

Dear Mr. Fox:

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.

Your comment suggests that the Commission's relief include a requirement that Sony allow consumers to use providers other than AT&T with the 3G version of the PS Vita. Please note that the Commission's draft complaint in this matter alleges that Sony's advertising claim, that PS Vita users could engage in live, multiplayer gaming over a 3G network, constituted an unfair or deceptive act or practice in or affecting commerce, in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a). The additional requirement you suggest does not relate to the 3G advertising claims at issue in this matter and, therefore, is not appropriate for inclusion in the order.

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

Brad Burson
State of Tennessee

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

Dear Mr. Burson:

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 early advertisements for the PS Vita were deceptive, but you are concerned that consumers will not be able to obtain the redress afforded under the proposed order. Specifically, you are concerned that one of the forms attached to the proposed order omits a mailing address. We wish to assure you, however, that once the proposed order is finalized, and Sony's obligations to notify consumers of the redress offer are triggered, Sony will provide this address to consumers. Under the proposed order, Sony will also provide consumers with a toll-free number to call with any questions they might have on how to obtain their redress.

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

Dominic Pratt
State of California

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

Dear Mr. Pratt:

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 agree that Sony's advertisement depicting the 3G feature of the PS Vita was deceptive, but are concerned that the proposed order is insufficient because it does not compensate consumers for a free game and month of service promised to consumers who purchased the PS Vita's 3G launch bundle. Please note that the Commission's draft complaint in this matter alleges that Sony's advertising claim, that PS Vita users could engage in live, multiplayer gaming over a 3G network, constituted an unfair or deceptive act or practice in or affecting commerce, in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a). The additional requirements you suggest do not relate to the 3G advertising claims at issue in this matter and, therefore, are not appropriate for inclusion in the order.

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

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 may be 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 can reasonably identify an email describing how to obtain their redress. Sony will also publish the details of this redress offer 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 and search for "Sony Computer Entertainment America." Finally, given your interest, we will forward your comment to the company to alert them of your redress request.

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