

## I Syed // D110 / Logo Research Report



During the initial generations of video game consoles, many electronics companies decided to create consoles since it was the trend. In 1988 Sony and Nintendo started to collaborate and were creating Nintendo PlayStation. Both the companies could not work out things so Sony separated from Nintendo and worked on creating their own console. Sony, which was founded in 1946, didn't release their own video game system till the 90s, but were developing it over a long period of time previously, from their logo to their console design. Development and research for the creation of PlayStation had started in 1990 and was headed by Sony's engineer Ken Kutaragi

Sony started to develop CD-ROM before the first PlayStation and this development was their main focus for a business. CD allowed audio, video, and computer data to be run concurrently by a processor making it efficient and useful. Games with more advanced features like, 3D graphics, could be run with one disk as a result of this and it cost a lot less than floppy disks and cartridges to make. The CPU in the PlayStation is a RISC processor. RISC means reduced instruction set computer, which means that its directions/instructions and computations that are done by the processor are less complicated. Also, RISC chips can perform multiple instructions at the same time. The ASIC is a customized chip that was made to manage all of the parts that are usually done by three separate chips. The output of each potentiometer of the PlayStation dualshock controller can be monitored and the PS can know the exact angle the joystick is being held, and cause the right action based on that angle. The games that work with

these features create great control and better overall gameplay. These perks make the PlayStation revolutionary, more efficient, user friendly, likable, and fun.

Sony needed the support of other companies to be able to mass produce and sell their product because it was costing Sony too much money to make their consoles. Because of PlayStation's abilities and accomplishment and potential, third party developers helped Sony to launch their console. These partnerships also allowed for many games to be available on PlayStation.

In 1994, early December 1994, PlayStation released the first PlayStation in Japan. Then a year later it was released in America in 1995. PlayStation is a gaming brand that makes video game consoles. Their first console was the PlayStation. They sold 100 million units of consoles making them an instant hit in the market. They were also the first to hit this milestone. They are different from any other competing console because they were the first to start using CD instead of cartridges and Sony was soaring ahead in success because of it. The PlayStation play the system's official game and music CDs and video CDs (with an adapter) , which were the precursors to DVDs. Not only did this make PlayStation the most powerful console but also the most versatile system of its time.

Playstation 2 was released in 2000 and marked a new era, a new age for gaming and video games consoles. PlayStation 2 started advance games and gaming. Sony secretly started developing the PS2 ever since the PS1 was launched. PlayStation 2 started online gaming hd graphics in gaming and integrated DVD players in consoles Ever since it's launch, PS2 has sold over 155 million consoles worldwide and had almost 4,000 games released up to late 2013. This made it the highest selling console as well as most played console of all time.

PlayStation 3 was released in 2006 and was even more advanced than PS2. The PS3 has visually stunning graphic games, movies, and tv show you can watch. It was the first video game console to use Blu-ray Disc as its main type of storage. You could also listen to music on it but also surf the web. They created PlayStation Network/Plus which was big step for online gaming and could also connect to the Playstation Portable which is a handheld console. PlayStation Store allowed for people to buy games virtually through their consoles. Sales didn't do as well for PlayStation 3 initially because of its high price point of \$599-\$499, but the PS3 picked up its pace with sales and was better critically acclaimed over time so it eventually got to 80 million sales worldwide.

PlayStation 4 was released in 2013 and is more complex and modern of a console. With up to 4k definitions graphic, better console performance, and better quality games, it was what all gamers wanted and was highly acclaimed. Its APU is very powerful and the most powerful to date. This and many other advanced features made this console and its controller made it phenomenal and well loved by the video game community. PS4 over all sold around 91.6 million consoles

PlayStation was and still is innovative. They became a common name and became the center of multimedia entertainment at home, the most popular gaming system of its time and for years to come.

Manabu Sakamoto is a graphic designer who previously had created the VIAO logo, was now creating many idea and concepts for the PlayStation logo. There a few dozen logos to that were made before finalizing on the famous colorful P and S. The colors on the logo symbolized

brilliance, passion, joy, charm and elegance. The typeface used for the PlayStation was created by Sakamoto and is called SST.

These were all the designs of the logo for PlayStation before the finalized logo when PlayStation 1 came out. As you can observe there was much trial and error before getting it right.



*PLAYSTATION 3*

2006

by Logoblink.com

**PS3**™

2009

**PS3**™

2009

**PS4**™

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