

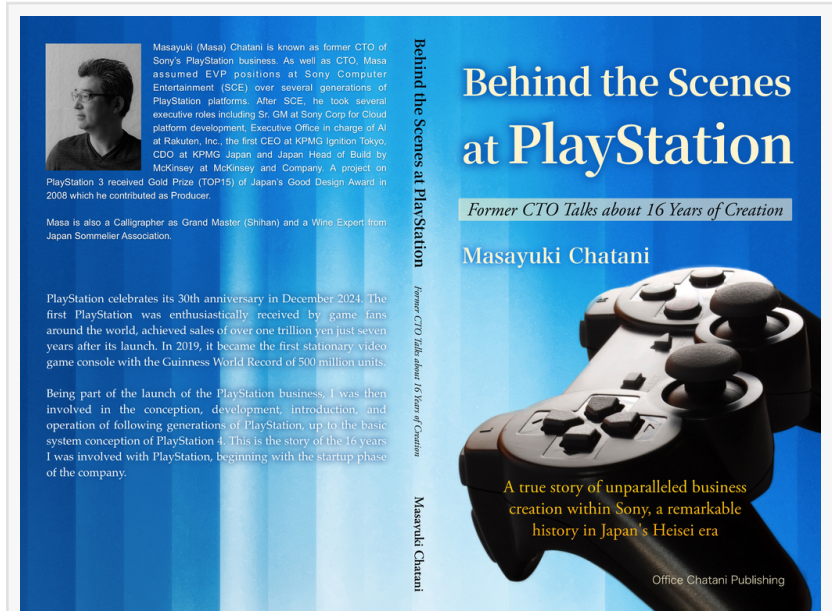
Book 'Behind the Scenes at PlayStation: Former CTO Talks about 16 Years of Creation' now available

TOKYO, JAPAN, July 18, 2024

/EINPresswire.com/ -- This is a behind-the-scenes story of the creation and growth of a globally successful game platform business that celebrates its 30th anniversary in December 2024, from the launch of PlayStation to the PS2, PlayStation Portable, PS3, PlayStation Network, and PS4 by the former CTO.

Office Chatani Inc. run by former PlayStation CTO Masayuki (Masa) CHATANI, a company that supports the realization of "creative" management, publishes "Behind the Scenes at PlayStation: Former CTO Talks about 16 Years of Creation" under the "Office Chatani Publishing" brand.

This book is the English edition of a book which was released in Japanese in May 2024 and is available in paperback and e-book editions. The book covers the story of PlayStation from the launch of the original PlayStation in Japan to the PlayStation 2, PlayStation Portable, PS2-based video recorder PSX, PlayStation 3, PlayStation Network, and PlayStation 4. This book is an interesting content of the behind-the-scenes of PlayStation from the former CTO's point of view, not only for game fans but also for the business



Behind the Scenes at PlayStation

Chapter 1 The Adventure Begins

The beginning of my destiny with PlayStation

One day in November 1993, shortly after the founding of Sony Computer Entertainment (SCE), the company that would later launch PlayStation, I was interviewed by Mr. Ken Kutaragi, known as the "Father of PlayStation," and Mr. Teruhisa "Terry" Tokunaka, who would later become the deputy president and group CFO of Sony Corporation.

At the time, SCE's office was located in a corner of a twin building in Aoyama 1-chome, Minato-ku, Tokyo. I think the appointed time was around 7:00 p.m., but it was about an hour and a half later when the two of them arrived. I only remember being overwhelmed by Mr. Kutaragi's vision and outlook, which was one-sided rather than an interview.

We concluded that SCE was going to advertise an internal transfer position and that I should apply for it, and the meeting was adjourned.

This internal transfer system has been in place at Sony for a long time, and was introduced to facilitate the transfer of people who want to move to other departments or take on new challenges.

If the department to which the employee wishes to transfer and the employee agree, the department to which the employee

Chapter 2 On the Eve of the Launch of PlayStation

Unveiling at an in-house Technology Exchange Fair

At Sony headquarters, an annual "Technology Exchange" event was held to introduce various technologies within the company and to encourage dialogue between the R&D divisions within the Sony Group and the business units and strategy divisions.

It is now called STEF or Sony Technology Exchange Fair. However, the fundamental purpose is the same, and development teams work on various prototypes for this event. I think it is fair to say that this is one of Sony's traditional events, which will have been held 50 times by 2022. I believe that this is an important mechanism for creating new value through direct and heated dialogue between executives and the development team.

About two months before the launch of the first PlayStation in Japan, Namco's (then) "Ridge Racer" playable demo was to be displayed at this Technology Exchange Fair, which is held every fall at a venue in the Sony headquarters area.

"Ridge Racer" is a racing game that has left its mark on video game history as the game that heated up the world and was scheduled to be released simultaneously with the PlayStation in December 1994.

image of a book

managers.

For U.S. market, the book is available at the following sites. In other markets, prices are in local / regional currency.

□Paperback Edition:

<https://www.amazon.com/dp/B0D98655C7>□

□Kindle Edition:

<https://www.amazon.com/dp/B0D9858PB8>□

[Background of Publishing]

Masayuki (Masa)i CHATANI, CEO of Office Chatani Inc., is the former CTO of Sony's PlayStation business and has been involved in the conception, development, design, and management of successive PlayStation platforms. As one of the people involved in the early success and development of the PlayStation business, which has grown into an unparalleled computer entertainment platform business with the support of not only those involved in the PlayStation business and the Sony Group, but also people from the video game industry and other industries, and game fans around the world, Masa is proud to be a part of the success and development of this business in its early days,

In May 2024, Masa had published a Japanese version of "Behind the Scenes of PlayStation: A Former CTO's Story of 16 Years of Creation" in order to record the achievements of the PlayStation business.

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[Information about the Book]

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[Sites on sale & available counties (in alphabetic order)]

"Behind the Scenes at PlayStation: Former CTO Talks about 16 Years of Creation" is available through the following Amazon stores in Paperback edition and Kindle edition.

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□ Kindle Edition <https://www.amazon.com.au/dp/B0D9858PB8>

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[Author: Masayuki (Masa) CHATANI]

After developing a Japanese handwriting recognition engine for Sony's first pen computer "Palmtop", Masayuki (Masa) CHATANI went on to study at a university in U.S. on a company-sponsored program for user interface and computer graphics research. After returning to Japan, he joined the PlayStation business.

Sony Computer Entertainment (now Sony Interactive Entertainment), where he was involved in the conception, development, design, and operation of successive PlayStation platforms and the PlayStation Network. Head of Technology Strategy Department and Cloud Development Team at Sony's headquarters, driving cross-group initiatives; Producer of the 2008 Good Design Gold Award (TOP15) winning work (distributed computing application that visualizes social contribution).

From 2014 to 2018, he developed and managed interactive AI solutions as Executive Officer in charge of AI at Rakuten, Inc. From 2019 to 2022, he served as the first President and CEO of KPMG Ignition Tokyo, Inc. From 2022 to 2024, he was Japan Head of Build by McKinsey, McKinsey & Company.

He has filed more than 500 patent applications worldwide. He is a calligrapher (aka KouTetsu Chatani), a grand master calligrapher of Toyama Calligraphy Association and a member of Independent Calligraphers Association.

He is also a certified wine expert by the Japan Sommelier Association, an official columnist for Forbes Japan, and the author of "The Age of Creative People" (Nikkei BP), which was ranked No. 1 in popularity in the "Board of Directors, Shareholders Meetings, and Business Successions" category of Amazon Japan.

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[Company Information - Office Chatani, Inc.]

Office Chatani Inc. (<https://www.office-chatani.com>) is a company that supports businesses & companies who wish new value creation. The author Masayuki (Masa) Chatani is the CEO & Representative Director of the company.

Masayuki (Masa) Chatani's bio is available at LinkedIn <http://www.linkedin.com/in/masachatani/>

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