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# Sony Brasil Ltda in Toys and Games (Brazil)

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Date: October 2014
Pages: 3
Price: US$ 150.00 (Single User License)
ID: S87B091044EEN

## Abstracts

Sony is focusing on the production of the PlayStation 3 in Brazil, since the company is still manufacturing the previous version of the console locally. The PlayStation 4 is still only available by being imported in the country, but due to its high price (around US$1,800.00), the purchases of this new console are still limited, so Sony will start to plan on moving its production to Brazil. The investments until 2014 from Sony in Brazil are estimated to be US$500 million, including all...

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