

TIAN EDWARD
Form 4
July 20, 2010

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
TIAN EDWARD

(Last) (First) (Middle)
2000 PURCHASE STREET
(Street)

PURCHASE, NY 10577-2509

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
MASTERCARD INC [MA]

3. Date of Earliest Transaction
(Month/Day/Year)
07/18/2010

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
Class A Common Stock	07/18/2010		F	340 (1) D	\$ 202.02 3,842	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474 (9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Reporting Transaction (Instr. 6)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
TIAN EDWARD 2000 PURCHASE STREET PURCHASE, NY 10577-2509		X		

Signatures

/s/ Bart S. Goldstein as attorney in fact for Edward Tian pursuant to power of attorney dated August 9, 2006 07/20/2010

__Signature of Reporting Person Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Represents withholding of shares to pay tax liability incident to the settlement of deferred stock units for a U.S. non-resident director pursuant to the terms of a shareholder-approved director equity compensation plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number. IGH: 0pt" align="left">PS4 was designed from the ground up to ensure that the very best games and the most immersive experiences reach PlayStation gamers. PS4 accomplishes this by enabling the greatest game developers in the world to unlock their creativity and push the boundaries of play through a system that is tuned specifically to their needs.

PS4 also fluidly connects players to the larger world of experiences offered by PlayStation, across the console and mobile spaces, and PlayStation® Network (PSN).

The PS4 system architecture is distinguished by its high performance and ease of development. PS4 is centered around a powerful custom chip that contains eight x86-64 cores and a state of the art graphics processor.

The Graphics Processing Unit (GPU) has been enhanced in a number of ways, principally to allow for easier use of the GPU for general purpose computing (GPGPU) such as physics simulation. The GPU contains a unified array of 18 compute units, which collectively generate 1.84 Teraflops of processing power that can freely be applied to

graphics, simulation tasks, or some mixture of the two.

PS4 is equipped with 8 GB of unified system memory, easing game creation and increasing the richness of content achievable on the platform. GDDR5 is used for this memory, giving the system 176 GB/second of bandwidth and providing a further boost to graphics performance.

2-2-2-2 SONY COMPUTER ENTERTAINMENT INC. INTRODUCES PLAYSTATION®4 (PS4™)

The end result for gamers is new games with rich, high-fidelity graphics and deeply immersive experiences that shatter expectations.

Shared Game Experiences

Social interaction is central to PS4 experiences, so new features were built into the actual foundation of the system's hardware architecture. PS4 provides dedicated, "always on" video compression and decompression systems that enables seamless uploading of gameplay. For the first time ever, gamers can share their epic triumphs with the press of a button. Gamers simply hit the "SHARE button" on the controller, scan through the last few minutes of gameplay, tag it and return to the game—the video uploads as the gamer plays. Gamers can share their images and videos to their friends on social networking services such as Facebook.

PS4 also enhances social spectating by enabling gamers to broadcast their gameplay in real-time to friends using live internet streaming services such as Ustream. During live broadcasts, friends can make comments on the streamed gameplay and, if a gamer gets stuck on a challenging level, friends can also join the game in completely new ways. For example, friends can offer health potions or special weapons when a player needs them most during actual gameplay.

Furthermore, users can connect their Facebook account with Sony Entertainment Network account. Through PS4, users are able to deepen their connections through co-op play or "cross-game chat".

PS4 Second Screens

PS4 integrates second screens, including PlayStation®Vita (PS Vita), smartphones and tablets, to wrap gamers in their favorite content wherever they are. A key feature enabled by second screens is "Remote Play" and PS4 fully unlocks its potential by making PS Vita the ultimate companion device. With PS Vita, gamers will be able to seamlessly pull PS4 titles from their living room TVs and play them on PS Vita's beautiful 5-inch display and intuitive dual analog sticks over Wi-Fi networks*1. It is SCEI's long-term vision is to make most PS4 titles playable on PS Vita*2.

A new application from SCE called "PlayStation®App" will enable iPhone, iPad, and Android™ based smartphones and tablets*3 to become second screens. Once installed on these devices, users can, for example, see maps on their second screens when playing an adventure game, purchase PS4 games while away from home and download it directly to the console at home, or remotely watch other gamers playing on their devices.

Immediate Gameplay

PS4 radically reduces the lag time between players and their content. PS4 features "suspend mode" which keeps the system in a low power state while preserving the game session. The time it takes today to boot a console and load a saved game will be a thing of the past. With PS4, gamers just hit the power button again and are promptly back playing the game at the exact point where they left off. Additionally, users can boot a variety of applications including a web browser when playing a game on PS4.

PS4 also enables games to be downloaded or updated in the background, or even in stand-by mode. The system takes it one step further by making digital titles playable as they are being downloaded. When a player purchases a game, PS4 downloads just a fraction of the data so gamers can start playing immediately, and the rest is downloaded in the background during actual gameplay.

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Personalized, Curated Content

On the newly designed PS4 menu screen, players can look over game-related information shared by friends, view friends' gameplay with ease, or obtain information of recommended content, including games, TV shows and movies. The long-term goal of PS4 is to reduce download times of digital titles to zero: if the system knows enough about a player to predict the next game they will purchase, then that game can be loaded and ready to go before they even click the "buy" button. PS4 will further enrich users' entertainment experiences, by meeting their potential needs.

Gaming in the Cloud

Launched in November 2006, PlayStation Network, a network service for PlayStation users, now operates in 67 countries and regions*4 around the world with the total number of downloaded content of more than 2.8 billion*5. In addition to a variety of games available in PlayStation®Store, PS4 users will be able to enjoy a variety of services offered by PSN, such as Sony Corporation's Music Unlimited, a cloud-based music subscription service and Video Unlimited, a premium video service, as well as various content distribution services.

By combining PlayStation Network with Gaikai Inc's cloud technology, it is SCE's goal to make free exploration possible for various games. In the future, when a gamer sees a title of interest in PlayStation Store, they can immediately start playing a portion of the actual game — not a stripped down version of the game. With Gaikai and PlayStation Store, gamers will be able to experience appealing games and only pay for the games they actually love. PlayStation Network and the cloud will offer additional value to PlayStation gamers. SCE is exploring unique opportunities enabled by cloud technology with the long-term vision of making PlayStation libraries including an incredible catalog of more than 3000 PS3 titles*6 that is unmatched in the industry, mostly ubiquitous on PS4.

SCE will announce new details of PS4 and its robust lineup of games from 3rd party developers and publishers, the independent gaming community and SCE Worldwide Studios, as well as further enhancements to the entire PlayStation ecosystem between now and the holiday 2013 launch.

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*1 Depending on network environment or titles, users may not be able to play games outside comfortably.

*2 Exept games that require peripherals such as PlayStation®4 Eye).

*3 Depending on the version of OS or other conditions, users cannot use the application.

*4 Number as of December 31st , 2012

*5 Number as of February 19st , 2013

*6 Number as of December 31st , 2012, including free trials.

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< PlayStation®4 Logo >

PlayStation®4

Main Processor	Single-chip custom processor CPU : x86-64 AMD “Jaguar”, 8 cores GPU : 1.84 TFLOPS, AMD next-generation Radeon™ based graphics engine
Memory	GDDR5 8GB
Hard Disk Drive	Built-in
Optical Drive (read only)	BD 6xCAV DVD 8xCAV
I/O	Super-Speed USB (USB 3.0) AUX
Communication	Ethernet (10BASE-T, 100BASE-TX, 1000BASE-T) IEEE 802.11 b/g/n Bluetooth® 2.1 (EDR)
AV output	HDMI Analog-AV out Digital Output (optical)

*Specifications are subject to change without notice.

About Sony Computer Entertainment Inc.

Recognized as the global leader and company responsible for the progression of consumer-based computer entertainment, Sony Computer Entertainment Inc. (SCEI) manufactures, distributes, develop and markets the PlayStation®2 (PS2®) computer entertainment system, the PSP® (PlayStation®Portable) handheld entertainment system, the PlayStation®3 (PS3®) computer entertainment system and the PlayStation®Vita (PS Vita) portable entertainment system. SCEI has revolutionized home entertainment since they launched PlayStation in 1994. PS2® further enhances the PlayStation legacy as the core of home networked entertainment. PSP® is a handheld entertainment system that allows users to enjoy 3D games with high-quality full-motion video and high-fidelity stereo audio. PS3® is an advanced computer system, incorporating the powerful Cell Broadband Engine and RSX processors. PS Vita is an ultimate portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity within a real world context. SCEI also delivers the PlayStation® experience to open operating systems through PlayStation®Mobile, a cross device platform. Headquartered in Tokyo, Japan, SCEI, along with its affiliated companies, Sony Computer Entertainment America LLC., and Sony Computer Entertainment Europe Ltd., and its division companies, Sony Computer Entertainment Japan and Sony Computer Entertainment Asia develops, publishes, markets and distributes hardware and software, and manages the third party licensing programs for these platforms in the respective markets worldwide.

PlayStation and PS3 are registered trademarks and PS4 is a trademark of Sony Computer Entertainment, Inc. Facebook is a trademark or registered trademark of Facebook, Inc. Ustream is a trademark or registered trademark of Ustream, Inc. iPhone and iPad are trademarks of Apple Inc. Android is a trademark or registered trademark of Google.Inc. All other trademarks are property of their respective owners.

5-5-5-5 SONY COMPUTER ENTERTAINMENT INC. INTRODUCES PLAYSTATION®4 (PS4™)

List of Third Party Game Developers and Publishers

As of February 20th, 2013
(in alphabetical order of developer/publisher)

<JAPAN>

ACQUIRE Corp.	KADOKAWA SHOTEN CO., LTD.
ARC SYSTEM WORKS CO.,LTD.	Konami Digital Entertainment Co., Ltd.
ARTDINK CORPORATION	LEVEL-5 Inc.
ASCII MEDIA WORKS Inc.	MAGES. Inc.
Bethesda Softworks, LLC	MarvelousAQL Inc.
CAPCOM	NAMCO BANDAI Games Inc.
Chara-Ani Corporation	NAMCO BANDAI Studios Inc.
CRAFTS & MEISTER CO.,LTD.	NIHON FALCOM CORPORATION
CyberConnect2 Co.,Ltd.	Nippon Ichi Software, Inc.
D3 PUBLISHER Inc.	O-TWO inc. (peakvox)
Dimps Corporation	PlatinumGames Inc.
Electronic Arts Inc.	SEGA Corporation
FromSoftware, Inc.	SPIKE CHUNSOFT Co.,Ltd.
GANBARION Co., Ltd.	SQUARE ENIX Co., Ltd.
Genki Co., Ltd.	SystemSoft Alpha Corp.
Granzella Inc.	TECMO KOEI GAMES Co.,Ltd.
GRASSHOPPER MANUFACTURE INC.	TOSE CO., LTD.
GungHo Online Entertainment, Inc.	tri-Ace Inc.
GUST CO.,LTD.	Ubisoft Entertainment
IDEA FACTORY Co., Ltd.	WILL CO., LTD
IMAGEEPOCH INC.	XING Inc.
Index Corp. ATLUS)	YUKE'S Co.,Ltd.
KADOKAWA GAMES,LTD.	

45 companies in total

<ASIA>

BLUESIDE Inc.
Ratloop Asia Pte Ltd
Red Hare Studios
XPEC Entertainment Inc.

4 companies in total

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<NORTH AMERICA>

17-Bit	JETPACK Interactive Entertainment Ltd.
5th Cell Media LLC	Klei Entertainment Inc.
Activision Publishing, Inc.	Lab Zero, Inc
Armature Studios	LucasArts, a Lucasfilm Ltd. company
Behaviour Interactive	Metanet Software Inc
Bethesda Softworks, LLC	Minority Media Inc.
Blind Squirrel Games®	Nicalis, Inc
Certain Affinity, Inc.	Panic Button, LLC
Darkside Game Studios, Inc.	Psyonix Studios, Inc.
Devolver Digital	Slant Six Games
©Disney	Sony Online Entertainment LLC
Double Fine Productions, Inc.	Spark Unlimited
Double Helix Games	Spry Fox LLC
DrinkBox Studios Inc.	SuperVillain Studios
Edge of Reality, Inc.	Take-Two Interactive Software, Inc.
Electronic Arts Inc.	Telltale, Inc.
FarSight Studios	Tribute Games Inc.
Gaijin Games, Inc.	Turtle Rock Studios, Inc.
Gearbox Software	Ubisoft Entertainment
HB Studios Multimedia	vBlank Entertainment Inc.
Heavy Iron Studios, Inc.	Warner Bros. Interactive Entertainment, Inc.
High Voltage Software, Inc.	WayForward Technologies, Inc.
inXile Entertainment Inc.	Zombie Studios, LLC
Iron Galaxy Studios, LLC	

47 companies in total

<EUROPE / PAL>

4A Games	Kalyspo Media
505 Games	Laughing Jackal
Abstraction	Ludosity
Beatshapers	Mediatonic
Big Ant	Milestone
Big Bit	Mojang
BitComposer	Onmi Systems
Bloober Team S.A.	Prodigy Design
Boss Alien	Ripstone
Bugbear	Roll7
Cauldron	Ronimo
City Interactive	Rovio
Criterion Games	Shortround
Croteam	Sperasoft
Curve Studios	Sproing
Dakko Dakko Ltd	Stormbasic
Deck 13	Straight Right
Double Eleven	Targem

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Eko Software	Tate
FatShark	Techland
Flying Wildhog	Tonika
Four Door Lemon	Torus Games
Frozenbyte	Vector Cell
FuturLab	Virtual Toys
Gaijin	Vlambeer
GHOST GAMES - AN EA STUDIO	Wizarbox
Green Hill Studios	

53 companies in total