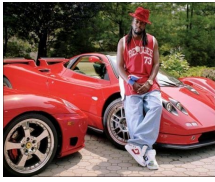


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By: Calin Ciabai, Games Editor



The superstar PS3 fanboy

[Wyclef Jean's New Video Promotes PS3, PSP, Burnout Paradise](#)

Technology and music – a combination that always works

Or it could be just the other way around: the [PlayStation 3](#) and PlayStation Portable consoles, together with EA's Burnout Paradise promote Wyclef Jean. Whatever is the truth out here, one thing is certain: all the four "characters" appear in Wyclef Jean's latest video, Fast Car, which has a simple story: Jean and the video's other characters utilize the PlayStation platforms to drive the video's storyline, as they interact in a surreal world brought to life with footage from [Burnout Paradise](#).

The video will also be available for download on PlayStation store starting tomorrow and for a limited amount of time (or you could just check it below, thanks to the almighty YouTube). However, in addition to offering the "Fast Car" video, the PlayStation Store will also have special behind-the-scenes videos featuring an interview with Jean available for PS3 owners to download.

"As an artist, Wyclef Jean is a great match for the PlayStation brand, and SCEA is excited about working with him on this music video because it showcases our platforms in an organic way that's relevant to our audience," said Peter Dille, senior vice president, marketing and PlayStation Network, SCEA. "We're also looking forward to giving our PlayStation Network members the opportunity to download the video in high-definition, which expands the entertainment content offering on PlayStation Store."

Furthermore, if we are to believe what the artist says (and why shouldn't we?), the console war already has a winner, at least when it comes to superstars: that winner is Sony's console:

"When you're on tour, you have plenty of time, and every artist I know spends time on a tour bus with two things: PlayStation and the recording studio," Jean said. "The PlayStation brand and Burnout Paradise fit perfectly with my vision for the 'Fast Car' music video. [...] A game like Burnout Paradise helps us get the attention of youngsters."

Well, yeah, that might be true, but we're absolutely sure that Wyclef Jean now has a handful of fans less – the Xbox 360 fanboys. Whatever...