

SONY XPERIA™ ZR REVIEW GUIDE

**experience
filming
underwater in
Full HD**

Xperia™ ZR



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Experience filming underwater in Full HD

Superior engineering in a waterproof* smartphone

An Xperia smartphone that's equally smart underwater as it is above the surface, Xperia ZR is the only smartphone capable of subaqueous filming in Full High Definition. It features Sony's latest 4.6" HD Reality Display, a 13 MP fast capture camera and one-touch functions - all in an iconic, compact design.

Xperia ZR will launch globally in Q2 2013 – this guide will take you through some of the key user benefits in order for you to make a full review of its capabilities.



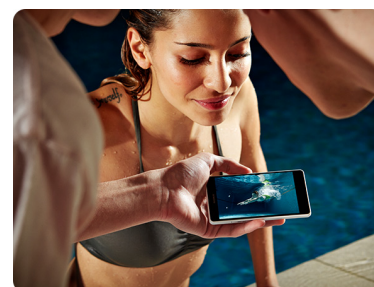
1. “the smartphone that lets you film in Full HD underwater”

- Xperia ZR features the best of Sony's expertise in design; durability and practicality – Xperia ZR is the only smartphone that lets you film in Full HD underwater, with the highest levels of water resistance in a smartphone*. Bring it to the pool or take it out in the rain - Xperia ZR can handle whatever you throw at it. It also carries the Sony 2013 design, with its skeleton frame and premium materials; frontal durable tempered glass and the aluminium power button. Xperia ZR will be available in black, white, blue-green and pink colour variations**.
- Demo: Place Xperia ZR into a glass or tank of water. While the phone is submerged, capture a photo or Full HD video using the dedicated fast capture camera key. When finished, remove the phone from water, and press the power button to wake up the screen. Dry the device, and use the Sony Album or Movies apps to view what you captured underwater.
- Demo: From the Album app you can browse pictures and see “Faces” that the app has identified for tagging - go into “My albums” and confirm familiar faces with a name or a contact from the phonebook.



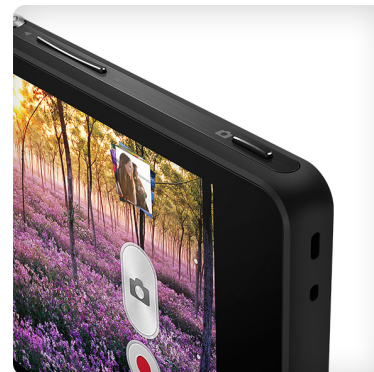
2. “feel like you're there”

- Created and tested by the same Sony engineers behind 3D, Blu-ray, 4K and BRAVIA® TV technology, Xperia ZR brings Sony's superior engineering and expertise in display innovation – a sharp and bright 4.6" 720p HD Reality Display powered by Mobile BRAVIA Engine 2. Sony's OptiContrast™ panel gives you razor sharp images, vibrant colours and enhanced contrast no matter what you're viewing – movies, videos, streamed video or personal snaps.
- Demo: Go to Settings - Display - Mobile BRAVIA Engine 2, and ensure it is disabled. Now, open Album app and select a picture. Then do the same, but with Mobile BRAVIA Engine 2 *enabled* - notice the difference in quality; and enjoy a more striking and immersive experience with enhanced clarity and richness, across the full colour spectrum.
- Demo: Play a high-res video (or download a movie from Video Unlimited***) and enjoy the stunning viewing experience. Observe the colour richness and then finally pause the video at any time and notice the resolution and depth of the image. Notice the OptiContrast™ panel – giving you crystal clear images when the screen is on, but a seamless black form when locked.



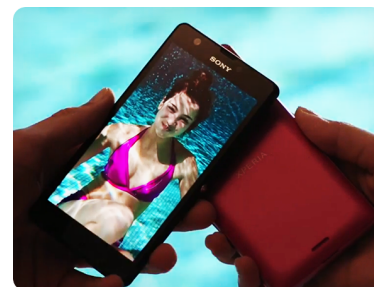
3. “picture perfection”

- Xperia ZR’s 13 MP fast capture camera features a dedicated shutter key, allowing sleep to snap in just over a second. It’s built with the same components and expertise as leading Sony digital cameras and features the Exmor RS™ for mobile BSI sensor with HDR (High Dynamic Range), and Superior Auto. This imaging technology achieves great results even when faced with a subject against strong backlight, so users can shoot beautifully sharp pictures regardless of light conditions.
- Demo: Try Superior Auto mode from the viewfinder - it automatically activates HDR and noise reduction when needed. Technologies such as luminance and colour noise reduction allow users to achieve amazing results in the most challenging light conditions, and reproduce objects in more vivid colour. Xperia ZR is automatically optimized for 36 different scenes (12 scenes x 3 conditions) to ensure the best shots.
- Demo: Press and hold the camera button to test out “Burst Mode”—this will allow the camera to take a series of rapid-fire shots, perfect for when you are capturing an event as it happens.



4. “the magic touch to entertainment”

- Xperia ZR brings a fast and easy way to wirelessly share music and photos. Sony one-touch functions with NFC technology let you easily enjoy content on any enabled device; TV, smartphone, speaker...
- Demo: Just touch your phone to your NFC-enabled TV remote and watch your photo or music pop up on the TV screen - no cables, no buttons, no confusion.
- Demo: Turn on NFC on your Xperia ZR and another NFC-enabled smartphone. Select an image in the Album app on your Xperia ZR and unlock the homescreen on your friend’s Xperia smartphone. Hold the two phones back to back until you are prompted to confirm the image transfer. Touch to beam and see your image being sent to your friend’s Xperia smartphone.
- Demo: Turn on NFC on your Xperia ZR, start your music and share it on NFC-enabled Sony speakers**** with a simple touch.



5. “outstanding battery life”

- Smartphones use a lot of power, even when you’re not actively using them. Even when your display is switched off, the apps you have on your phone may still be running, using unnecessary battery power. Battery STAMINA Mode prevents pre-selected apps from sending / receiving data when the display is off, keeping only the notifications you want and saving you up to four times the battery life. The second you touch the screen and wake up your phone, everything is up and running again.
- Demo: Go to Settings / Power Management and activate Battery STAMINA Mode.
- Demo: With Battery STAMINA Mode, Wi-Fi and data traffic are disabled during standby, but you still receive incoming calls, texts, and alarms – from Settings, you can easily customise which apps you want to push notifications from even in standby mode. Facebook updates on or off? It’s up to you.

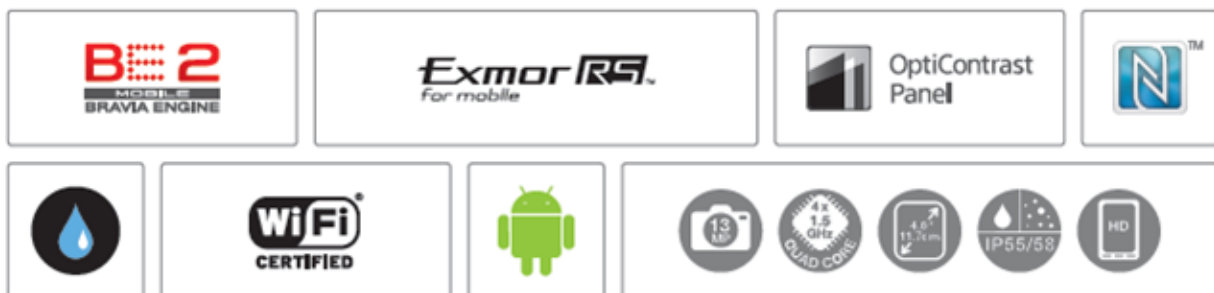


* In compliance with IP55 and IP58, Xperia ZR is protected against the ingress of dust and is waterproof. Provided that all ports and covers are firmly closed, the phone is (i) protected against low pressure jets of water from all practicable directions in compliance with IP55; and/or (ii) can be kept under 1.50 meter of freshwater for up to 30 minutes in compliance with IP58. The phone is not designed to float or work submerged underwater outside the IP55 or IP58 classification range that may lead to your warranty will being void. Find out more: www.sonymobile.com/testresults

** The colour variants availability is market dependent

*** Sony Entertainment Network with Video Unlimited and Music Unlimited is not available in every market

**** Separate accessory, not included



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