

I plugging in and rocking out

Sony Ericsson W580



Key Features

Slim Slider Design

Looking as good as it sounds, the W580's 14mm slim slider design is both alluring and versatile. Calls can be answered or dialed (using contacts or call list) without opening the phone. When you need the keypad, a simple flick of the thumb brings it out of hiding.

Walkman® Player 2.0 with Shake Control

If your music listening is getting a little too predictable, mix things up with the W580's Shake Control. A single key press and a quick shake of the W580 prompts the Walkman® Player to randomly select a different track from the track list, playlist, album or artist currently playing.

Complete Walkman® Package

- Stereo Portable Handsfree: the W580 delivers a rocking audio experience right out of the box. If preferred, a 3.5 mm adaptor lets you plug in other headphones of your choosing.
- 512 MB Memory Stick Micro™ (M2™)**: stores approximately up to 125 songs (MP3) or 470 songs (eAAC+). Even higher capacity memory cards are available as optional accessories.
- USB cable & Disc2Phone software: the tools you need to easily rip CD's and transfer music to your phone.

TrackID™*

Have you ever been out at a club, heard some music playing, and wanted to know the song title or artist? Now you can find out with the W580's TrackID™. TrackID™ captures a snippet of the song, queries its online database, and sends you the artist name, song title, and album title, all in less time than it would take to fight your way to the DJ booth.

Light Effects

Give your most important contacts the attention they deserve with the W580's eye-catching spin on caller ID. A variety of single and multi-colored light effects let you assign a distinctive glow for up to 22 of your favorite phonebook contacts.

2 Megapixel Camera with Picture Blogging*

Bloggng is a great way to keep everyone up to date with what's happening in your life. Now you can blog on the go with the W580's mobile blogging feature using Google Blog™. It's as easy as sending a MMS message.

Bluetooth® 2.0 Stereo Technology (A2DP)

Wireless handsfree is by far the most popular application of Bluetooth® technology. The W580 takes a great thing and makes it better. Listen to your music and make calls wirelessly with Bluetooth® stereo streaming (when paired with a compatible Bluetooth® headset).

Pedometer and Fitness Applications

The W580's pedometer counts your steps during the day; just look for the shoes icon on the standby screen to check your progress. Within the W580's Fitness menu you will also find a running application giving you more advanced measurements, such as distance, average speed, and maximum speed.

Note: The W580's running application works best when on your hip or arm, as opposed to being held in your hand.

FM Radio

The W580 offers even more audio entertainment with its FM Radio. Station presets let you easily select your favorite stations. The handsfree cable doubles as the FM radio's antenna, so stations come in loud and clear.



*TrackID and Picture Blogging require compatible service plans. Additional charges may apply. See your service provider for details.

**Memory card size may vary by service provider.

W580 Technical Specifications

System	Quad-band GSM EDGE 850/900/1800/1900
Memory	Phone memory (user-free) up to 12 MB; Support for Memory Stick Micro™ (M2™)
Dimensions	3.90 inches (99.06mm) x 1.85 inches (46.99mm)
Thickness	.55 inches (14mm)
Weight	3.32 ounces
Screen	2 inches, 262,000 color TFT, 240 x 320 pixels
Colors*	Style White, Urban Grey
Talk & Standby Time	Talk: up to 9 hrs; Standby: up to 370 hrs
Music Listening Time	Up to 20 hrs (in Music Only mode)
Walkman® Player	Audio formats: MP3, AAC, eAAC, eAAC+, and WMA (playback only)
Kit Contents**	Phone, battery, charger, stereo portable handsfree, 512 MB Memory Stick Micro™ (M2™), USB cable, PC Suite CD-ROM including Disc2Phone

Specifications are subject to change without notice.
*Color is service provider or market dependent
**Kit contents may vary by service provider
***Feature availability may vary by service provider



How To

How to Transfer Music

After installing Disc2Phone software on your PC, connect the W580 to PC with the USB cable. Select *File Transfer* mode on the W580. The W580 will reboot, ready to transfer files. Rip music CD tracks with Disc2Phone, then select Disc2Phone's *Transfer* button to transfer tracks to Phone Card (the W580's Memory Stick™). For more information, refer to the W580's user guide.

How to Play Music and use Shake Control

Press the Walkman® key. Select *More > My Music*. Select *Open* for selections of Albums, Artists, Tracks, or Playlists. Select *Play* or press center navigation key to start music. To change music using Shake Control, press and hold the Walkman® key and give the W580 a quick side-to-side shake.

How to add a Light Effect to a Phone Book Contact

Select *Menu > Contacts*. Scroll to desired contact and select *More > Edit Contact*. Scroll to third tab on the right and select *Light Effect*. Select desired light effect from list and select *Save*.

How to Shoot and Publish a Picture to your Blog

Slide open the W580 and press the camera shortcut (up navigation key). Select *Capture* to shoot picture. Select *More > Blog This*. Select *OK* to terms of service (first time only). Add title and caption text to picture and select *Publish*.

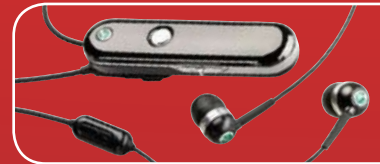
How to use TrackID™

Select *Menu > Entertainment > TrackID™*. Hold the W580 in the direction of the music and select *Start*.

Accessories*

Stereo Bluetooth® Headset HBH-DS980

Listen to your favorite tunes wire-free and without missing a call. The lightweight device hangs comfortably with earbuds on separate lanyards to minimize tangling. Remote keys let you control music, as well as answer/end calls without reaching for the phone. Sony Ericsson also offers several models of voice-only (mono) Bluetooth® headsets.



Stereo Portable Handsfree HPM-65

Perfect for the fitness enthusiast, the HPM-65's flexible ear hooks keep the headphones comfortably secure so you won't miss a beat during your workout.



Active Case IAC-25

Runners especially will appreciate this versatile carrying solution that can be carried on your arm, your belt, or attached to your bag.



Note: The W580's running application works best when on hip or arm, as opposed to holding in hand.

*Accessories sold separately

For more information

Sony Ericsson's retail portal is a useful resource for the sales professional. There you will find product training, product images, press releases and more.

Visit www.sonyericsson.com/retail/us