

Press Release

Music is reborn as Sony Ericsson announces three new Walkman™ phones and the next generation music accessories

To coincide with the Walkman™ phone's third birthday, Sony Ericsson has unveiled three brand new mobile phones giving music on the go to more users than ever. Best-in-class sound quality takes music on your mobile to the next level.

London July 22 - Building on three year's experience and technology 30 years in the making, Sony Ericsson continues to lead the way in the mobile phone music arena with cutting edge music technology and unique accessories.

Today, Sony Ericsson unveils its latest innovative additions to the Walkman™ phone family: the **W902**, **W595** and **W302**, and seven new music accessories. Sony Ericsson is unveiling phones and accessories with superior sound quality and pioneering features that take Walkman™ phones beyond music and expectations with fantastic extras such as great imaging and video capabilities.



W302

W595

W902

“Since the launch of our first **Walkman™** phone in 2005, Sony Ericsson has continued to pioneer a superior mobile music experience - and the 77 million **Walkman™** phones sold to date are testament to this commitment,” says Ben Padley, Head of the Music Category at Sony Ericsson. “With this latest range of phones and accessories, we are offering high quality sound and a rich feature set that cements our position as a leader in the music phone category. We are pushing the boundaries of what people think is possible and are offering best-in-class sound quality and our most exciting **Walkman™** phones to date.”

The list of pioneering and innovative features found on **Walkman™** phones continues to be unmatched in the industry. Features like the music recognition application TrackID™, SensMe™, for matching your mood to the music and Shake control to change tracks with the flick of your hand make **Walkman™** phones stand out from the rest.

Sony Ericsson can now also announce best-in-class sound quality and a clear audio experience from its **W902 Walkman™**. The **W902** features the same superior sound quality as the **W980**, about to launch shortly, which was rated “best audio experience” this month, in a trial conducted in Germany by TESTfactory*.

With the **W902**, users can listen to music the way it should be heard: true to original. It’s also a mobile phone for those that want it all, with a five megapixel camera and great video capturing and sharing capabilities, an 8GB Memory Stick Micro™ (M2) for storing more than 8,000 songs**, the **W902** is a top-of-the-range device that will make you the envy of your friends.

The **W595 Walkman™** is perfect for those who want to share sounds with their friends. Store and play more than 1,900 songs** through the built in stereo speakers. Plug in the in-box sharing jack to listen silently to your tunes with a friend or Bluetooth™ your sounds to Sony Ericsson’s range of wireless speakers.

The new **W302 Walkman™** is packed with impressive features in an affordable no-compromise slim handset. Targeting all audiences, the phone comes complete with an impressive two megapixel camera, FM radio, TrackID™ and 512MB Memory Stick Micro™ (M2).

The next generation of accessories includes three new sets of speakers, the **MBS-200**, **MBS-400** and **MPS-100**, to help music lovers go beyond the individual and play music directly from their mobile phone. Enhancing its music accessories collection Sony Ericsson has also introduced three new stereo headphones, **HBH-IS800**, **HPM-88** and **HPM-66** for the optimal listening experience.

The **Walkman™** phone through history **Walkman™** phone continues to chart high

- August 2005 – Sony Ericsson launches its very first **Walkman™** phone – the **W800**
- December 2005 - Three million **Walkman™** phones sold to date
- April 2006 – Sony Ericsson launches its first **Walkman™** phone music accessories; **MPS-60** portable speakers, which goes on to sell millions of units worldwide
- October 2006 – Sony Ericsson launches its first slider **Walkman™** phone – the **W850** which also introduces the unique TrackID™ music recognition application
- November 2006 – Sony Ericsson launches the **W950 Walkman™** with the biggest storage yet - 4GB
- December 2006 – 20 million **Walkman™** phones sold to date
- February 2007 – Sony Ericsson launches its slimmest **Walkman™** - the **W880**
- November 2007 – **W910 Walkman™** phone with Turbo 3G/HSDPA launches as a complete entertainment device

- December 2007 – **Walkman™** phone sales hit 57 million
- February 2008 – Sony Ericsson launches the **W350**, with **Walkman™** on top and **W380** with gesture control
- July 2008 – **W980 Walkman™** phone with clear audio experience launches

With Sony Ericsson today music is reborn. What are you waiting for? Join the **Walkman™** phone family and experience music how it was meant to be heard.

For more information visit www.sonyericsson.com/reveals

The **W302 Walkman™** is an EDGE/GSM/GPRS 850/900/1800/1900 phone that will be available in selected markets in Midnight Black and Sparkling White in Q4 of 2008.

The **W902 Walkman™** is a UMTS/HSDPA 2100 and EDGE/GSM/GPRS 850/900/1800/1900 phone that will be available in selected markets in Volcanic Black, Wine Red and Earth Green in Q4 of 2008.

The **W595 Walkman™** is a UMTS/HSDPA 2100 and EDGE/GSM/GPRS 850/900/1800/1900 phone that will be available in selected markets in Active Blue, Cosmopolitan White, Jungle Grey and Lava Black in Q4 of 2008.

The **W595c Walkman™** is a GSM/GPRS/EDGE 850/900/1800/1900 phone that will be available in selected markets in Active Blue, Cosmopolitan White and Jungle Grey in Q4 of 2008.

The **W595a Walkman™** is a GSM/GPRS/EDGE 850/900/1800/1900 phone that will be available in selected markets in Active Blue, Cosmopolitan White, Jungle Grey and Lava Black in Q4 of 2008.

The Wireless Portable Speaker **MBS-200** will be available in selected markets from Q4 2008.

The Wireless Portable Speaker **MBS-400** will be available in selected markets from Q4 2008.

The Portable Speakers **MPS-100** will be available in selected markets from Q4 2008

The Wireless Stereo Headphones **HBH-IS800** will be available in selected markets from Q4 2008

The Noise Cancelling Headphones **HPM-88** will be available in selected markets from Q4 2008

The Active Headphones **HPM-66** will be available in selected markets from Q4 2008

- ENDS -

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1) Facts and features may vary depending on local variant.

2) Talk and standby times are affected by network preferences, type of SIM card, connected accessories and various activities e.g. games. Kit contents and colour options may differ from market to market. The full range of accessories may not be available in every market.

* The TESTfactory is an independent testing laboratory of Motor Presse Stuttgart, which is certified according to DIN EN ISO 9001 and is accredited in accordance with ISO / IEC 17025.

** Assumes eAAC+ encoded files

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Sony Ericsson is a top global industry player with sales of over 100 million phones in 2007. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson, please visit www.sonyericsson.com

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Sony Ericsson W302 Walkman™, W902 Walkman™ and W595™ Walkman – At A Glance

	W302 Walkman™	W902 Walkman™	W595 Walkman™
Camera	2 megapixel camera 2.5x digital zoom Photo fix Picture blogging PictBridge printing Video recording	Auto Focus 5 megapixel camera Up to 16x digital zoom BestPic™ Photo fix Picture blogging Video blogging Photo feeds Video recording Image and video stabilizer x-Pict Story™ PictBridge printing	3.2 megapixel camera Up to 2.5x digital zoom BestPic™ Photo fix Picture blogging Video blogging Photo feeds Video recording x-Pict Story™ PictBridge printing
Music/Entertainment	Walkman™ player Bluetooth™ Stereo (A2DP) Music tones (MP3/AAC)	Walkman™ player Clear stereo Clear bass	Walkman™ player Stereo speakers Album art

	PlayNow™ TrackID™ FM radio 3D games Java Video viewing	Album art Shake control SensMe™ PlayNow™ TrackID™ Bluetooth™ stereo (A2DP) Music tones (MP3/AAC) 3D games Java™ FM Radio Video streaming Video viewing Google Maps™ Geo tagging of photos (cell-id)	Shake control SensMe™ PlayNow™ TrackID™ Bluetooth™ stereo (A2DP) Music tones (MP3/AAC) Share jack 3D games Java™ FM Radio Video streaming Video viewing
Web/Internet	WAP 2.0 XHTML	Access NetFront™ Web browser Web feeds	Access NetFront™ Web browser Web feeds
Communication & Messaging	Polyphonic ringtones Speakerphone Vibrating alert Email Text messaging (SMS) Picture messaging (MMS) Predictive text input Sound recorder	Polyphonic ringtones Speakerphone Vibrating alert Video calling Email Instant messaging Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS) Microsoft™ Exchange ActiveSync™	Polyphonic ringtones Speakerphone Vibrating alert Video calling Email Instant messaging Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS) Microsoft™ Exchange ActiveSync™
Design	Navigation key Picture wallpaper Wallpaper animation	Navigation key Dedicated music keys Picture wallpaper Wallpaper animation Auto rotate	Navigation key Dedicated music keys Picture wallpaper Wallpaper animation Auto rotate
Connectivity	Bluetooth™ technology Modem Synchronisation USB mass storage USB support	Bluetooth™ technology Modem Synchronisation USB mass storage	Bluetooth™ technology Modem Synchronisation USB mass storage USB support

		USB support	
Organiser	Alarm clock Calculator Calendar Flight mode Phone book Stopwatch Tasks Timer	Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer	Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer
Accessories	In-Box: <ul style="list-style-type: none"> • Battery, • Charger, • USB cable, • Stereo Portable Handsfree • 512 MB Memory Stick Micro™ (M2™) • User guide Optional: MPS-100 Portable speakers Share your favourite tunes with others	In-Box: <ul style="list-style-type: none"> ○ Battery ○ Charger ○ USB cable ○ 8GB Memory Stick Micro™ (M2™) ○ Stereo Portable Handsfree ○ Sony Ericsson PC Suite ○ Media Manager ○ User guide 	In-Box: <ul style="list-style-type: none"> ○ Battery, ○ Charger, ○ USB cable, ○ 2GB Memory Stick Micro™ (M2™) ○ Stereo Portable Handsfree ○ Sony Ericsson PC Suite ○ Media Manager ○ User guide
Facts and Figures	Size: 100 x 46 x 10,5 mm Weight: 78 grams Colours: Midnight Black Sparkling White Screen: 262,144 colour TFT Resolution: 176x220 pixels Size: 2 inches Phone memory: Up to 20MB Memory Stick Micro™ (M2™) support Talk time GSM: Up to 7 hrs Standby time: Up to 300 hrs Music listening time: Up to 10 hours	Size: 110 x 49 x 11.7 mm Weight: 99.8 grams Colours: Volcanic Black Wine Red Earth Green Screen: 262,144 colour TFT Resolution: 240x320 pixels Size: 2.2 inches Phone memory: Up to 25MB Memory Stick Micro™ (M2™) support Talk time GSM: Up	Size: 100 x 47 x 14 mm Weight: 104 grams Colours: Active Blue Cosmopolitan White Jungle Grey Lava Black Screen: 262,144 colour TFT Resolution: 240x320 pixels Size: 2.2 inches Phone memory: Up to 40MB Memory Stick Micro™ (M2™) support Talk time GSM: Up to 9 hrs

		<p>to 9 hrs Standby time GSM: Up to 380 hrs</p> <p>Talk time UMTS: Up to 4 hrs Standby time UMTS: Up to 360 hrs</p> <p>Video call time: Up to 2 hrs 30 min</p> <p>Music listening time: Up to 25 hrs</p>	<p>Standby time GSM: Up to 385 hrs</p> <p>Talk time UMTS: Up to 4 hrs 30 min Standby time UMTS: Up to 365 hrs</p> <p>Video call time: Up to 2 hrs 30 min</p> <p>Music listening time: Up to 25 hrs</p>
Availability and Versions	<p>Networks: GSM/GPRS/EDGE 850/900/1800/1900</p> <p>Available in selected markets from Q4 2008.</p>	<p>Networks: UMTS/HSDPA 2100</p> <p>GSM/GPRS/EDGE 850/900/1800/1900</p> <p>Available in selected markets from Q4 2008.</p>	<p>Networks: W595 Walkman™ UMTS/HSDPA 2100 GSM/GPRS/EDGE 850/900/1800/1900</p> <p>W595c/a Walkman™ GSM/GPRS/EDGE 850/900/1800/1900</p> <p>Available in selected markets from Q4 2008.</p>