



## Press Release

# Sony Ericsson's new HSPA ExpressCards offer effortless high speed mobile data access, including GPS

**Sony Ericsson's first mobile broadband ExpressCards save busy professionals time with instant Internet connectivity.**

Barcelona, Spain – 10th February 2008 – Sony Ericsson today launched its first HSPA 7.2/2.0 devices with the ExpressCard/34 form factor, the **EC400** and **EC400g**. Both mobile broadband ExpressCards help busy professionals on the go to save time by enabling instant Internet access, regardless of their location. Sliding easily into a laptop's ExpressCard slot, the **EC400** and **EC400g** allow up to 7.2 Mb/s in download and 2.0 Mb/s in upload speeds. Additionally, the **EC400g** is equipped with an inbuilt GPS receiver, which automatically shows the user's current location on Google™ Maps or a similar service or can feed into any other location-based service.

“The **EC400** and **EC400g** are high performance mobile broadband devices, still in ultra-slim ExpressCard form factor, offering exactly what mobile professionals need, to stay connected at all times - reliable anytime, anywhere Internet access,” said Johan Tysklind, Marketing Director Mobile Computing at Sony Ericsson. “With their plug-and-play installation and configuration, the ExpressCards offer immediate access and instant download speeds, allowing you to effortlessly keep pace with the demands of your business.”

### Sony Ericsson EC400 / EC400g – no more downtime

- High-speed data upload and download – speeds equivalent to that in the office
- Auto-install and auto-configuration – get connected quickly and easily
- Built-in GPS receiver lets you orient yourself even in a new city (EC400g)



### Perfectly compact

Compact, sleek and durable, the **EC400** and **EC400g** offer everything you'd expect from Sony Ericsson. They plug conveniently into your laptop's ExpressCard slots meaning Web access is just a click away at any time. In addition their integrated antenna, the **EC400** and **EC400g** sport a second antenna, which can be flipped-up to further increase the radio signal reception, thereby improving performance.

### **Saves you time so you can get more done**

The **EC400** and **EC400g** are fast enough to keep pace with your needs. They incorporate HSPA technology, allowing you to upload data at rates of up to 2.0 Mb/s. With download speeds of up to 7.2 Mb/s – you're as well connected as you would be at home or in your office.

### **Effortlessly efficient**

The **EC400** or **EC400g**'s auto-install and auto-configuration features mean that getting online is effortless and immediate. Containing inbuilt software, the ExpressCards automatically identify your network provider and apply the appropriate network parameters, once inserted into your laptop.

### **Find your way around**

The **EC400g** packs a unique built-in GPS receiver so you can accurately and easily spot where you are. A groundbreaking feature from Sony Ericsson connects you instantly to Google™ Maps, or a similar service, to work out what is around you and where to go, wherever you are.



### **Find time for your passions**

Don't let your busy schedule keep you from pursuing your passions. The **EC400's** user interface points you directly to PlayNow™ arena, giving you access to thousands of songs, games and other downloads in moments. Just download music, videos and ringtones to your Notebook PC and if you wish, sideload them conveniently into your phone.

The **EC400** / **EC400g** are HSPA/UMTS, Tri-band 850/1900/2100 MHz, EDGE/GPRS, Quad-Band 850/900/1800/1900 MHz ExpressCards that will be available globally by mid 2008.

- ENDS -

#### Legal Information

- 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.

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*Sony Ericsson Mobile Communications was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. The company serves the worldwide communications market with innovative and feature-rich mobile phones, accessories and PC-cards, and it has R&D sites in Europe, Japan, China, India and America. Sony Ericsson is the title sponsor of the Women's Tennis Association, and works with the Association to promote the Sony Ericsson WTA Tour in over 80 cities during the year. For more information, please visit [www.sonyericsson.com](http://www.sonyericsson.com)*

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Product images: [www.sonyericsson.com/press](http://www.sonyericsson.com/press)

Mobile World Congress/Sony Ericsson website: <http://www.sonyericsson.com/mobileworldcongress>

**The Sony Ericsson EC400 and EC400g – At a Glance**

<b>Product Name</b>	EC400 Mobile Broadband ExpressCard EC400g Mobile Broadband GPS ExpressCard
<b>Form</b>	ExpressCard/34
<b>Size</b>	108 x 34 x 12 mm
<b>HSPA</b>	Up to 7.2 Mb/s downlink Up to 2.0 Mb/s uplink
<b>Antenna</b>	Integrated antenna design with 2 <sup>nd</sup> Diversity movable antenna
<b>HSPA/UMTS</b>	Triple band 850/1900/ 2100 MHz
<b>EDGE/GPRS</b>	Quad band 850/900/1800/1900 MHz
<b>Operating Systems</b>	MS Windows® 2000, XP, Vista, MAC-OS X supported
<b>Features/Enablers</b>	Sony Ericsson Wireless Manager Auto-installation and auto-configuration Multi color LED illumination indicating communication status 25 supported languages Sony Ericsson update services Integrated GPS receiver (EC400g) PlayNow™ icon for instant access to music or games