



Press Release

Sony Ericsson takes touchscreen mainstream with two phones set to simplify your life

The new G700 and G900 phones are designed to give back time. They place personal organiser features and easy finger-touch control within familiar form factors.

Barcelona, Spain – 10th February 2008 – Sony Ericsson today launched a new generation of phone: Touchscreen organisers with a broad appeal. The **G700** and **G900** phones are essential tools designed to organise the lives of all those with busy schedules to juggle, both at home and at work.

- The **G700** is here to help you live your life to the full. This personal organiser in-your-pocket keeps your contacts, calendars, notes, pictures and favourite Web sites all in one place and just a fingertip away. Touch and go.
- The **G900** has all the functions of the G700 with the added features of a unique new 5.0 megapixel Touch Auto Focus camera, touch photo album and editor. Perfect for those looking for a one-touch media experience combined with their organiser.

“Sony Ericsson is delivering touchscreen and innovative organiser capabilities to a wide audience without compromising on the size or shape of the phone. Both the G700 and G900 have regular keyboards and are no larger than a regular phone.” says Martin Winkler, Director Global Marketing and Head of Multimedia Web at Sony Ericsson. “These phones are ideal for users that are only interested in making their lives simpler. It’s not about technology for the sake of it.”

Sony Ericsson G700 phone

- One-touch full organiser functions
- Touch controlled Notes application - write and draw your memo's
- Large 2.4" display with unique single touch control menu
- 3,2 megapixel camera
- Compact size

Calendar is King

Access your calendar, reach family and friends and scribble and save your notes on your phone. With the G700, you can jot down a note on the screen with a stylus, just as you would with a pen on paper, and save it on your phone’s desktop to remind you - just as you’d stick a note on the fridge. You can even draw a map to the local shop or doodle personal notes to send them to your loved ones! Holding everything that is important to you wherever you go,



the G700 is the most natural way to manage life. There's no longer a need to have your home calendar separate from work – it works with you, the way you do.

Intuitively simple

With the G700 you can enjoy touchscreen text input, Web surfing, calendar and phone navigation. Want to contact someone at home? Just touch the relevant name in your phonebook and all of the various contact options will appear onscreen. It's instantly intuitive messaging. You can even browse your photo album using the tip of your finger. The G700 also has dedicated keys for messaging, notes and a key lock on the side of the phone. All it takes is one press to unlock.

Sony Ericsson G900 phone

- One touch media experience
- 5.0 megapixel camera with touch Auto focus and Multi-shot function
- One- touch media and organiser menu
- Large 2.4" display with single touch controls
- Wi-Fi™ for high speed data transfer and internet browsing



Print-quality photos to keep

The G900's 5.0 megapixel camera lets you take print-quality photos and share them with friends and family straight away.

Frame your shot and decide where you want to focus the camera by simply touching the screen. Also, with Camera Multi-Shot, hold down the camera key and take as many pictures as you like. Great for taking photos of your kids as they dash around the garden! Scroll through all of the photos on your phone with touch control and even edit them there with the Touch photo album and editor.

Stay mobile

Got a moment to surf? Access your favourite Web pages when you're in a Wi-Fi™ hotspot and view them on the large 2.4" display. Use the stylus or your finger to zoom-in or pan around the page. When you've barely got a moment to spare, get RSS feeds direct to your phone for the latest updates; news, football scores or whatever you are in to.

Organize with a personal touch

Touch, type or write... Everything comes naturally with the G900. Organise your schedule, touch and tap to make calls and jot down notes before you forget it. The G900 works your way to let you get more into your day. It's the power of personal touch.

The G700 will launch in Silk Bronze and the G900 will launch in Dark Red and Dark Brown. Both are UMTS 2100 and GSM/GPRS 900/1800/1900 phones that will be available in selected markets from Q2 2008.

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 color 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

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

The Sony Ericsson G700 and G900 phones at a glance

	G700	G900
Camera	3.2 megapixel camera 3x digital zoom Auto focus Image stabilizer Photo fix	5 megapixel camera 3x digital zoom Auto focus Image stabilizer Photo fix

	Photo light Picture blogging Red-eye reduction Video light Video recording Video stabilizer	Photo light Picture blogging Red eye reduction Video light Video recording Video stabilizer
Music/Entertainment	Bluetooth™ stereo (A2DP) Media player Mega Bass™ Music tones (MP3/AAC) PlayNow™ TrackID™ 3D games FM radio Java Media Video streaming Video viewing	Bluetooth™ stereo (A2DP) Media player Mega Bass™ Music tones (MP3/AAC) PlayNow™ TrackID 3D games FM radio Java Media Video streaming Video viewing
Web/Internet	Opera™ Web browser RSS feeds	Opera™ Web browser RSS feeds
Communication & Messaging	Polyphonic ringtones Speakerphone Vibrating alert Video calling Email Instant messaging Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)	Polyphonic ringtones Speakerphone Vibrating alert Video calling Email Instant messaging Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)
Design	Navigation key Picture wallpaper Touchscreen	Navigation key Picture wallpaper Wallpaper animation Touchscreen
Connectivity	Bluetooth™ technology Modem Synchronization USB mass storage USB support	Bluetooth™ technology Modem Synchronization USB mass storage USB support WLAN
Organizer	Alarm clock Calculator Calendar Document editors Document readers Flight mode Handwriting recognition Notes	Alarm clock Calculator Calendar Document editors Document readers Flight mode Handwriting recognition Notes

	Phone book Stopwatch Symbian™ OS Tasks Timer	Phone book Stopwatch Symbian™ OS Tasks Timer
Accessories	<p>In-Box:</p> <ul style="list-style-type: none"> • Battery • Charger • USB cable • Stereo Portable Handsfree • Sony Ericsson PC Suite • Media Manager software • 2 stylus • User guide <p>Optional:</p> <ul style="list-style-type: none"> • Bluetooth™ Headset HBH-PV703 Go wireless with a powerful headset. • GPS-Enabler HGE-100 Get more from your phone – add GPS technology. Know where you are, where you're going and how to get there. • Bluetooth™ Car Speakerphone HCB-150 High performance car handsfree with text to speech for convenient calls on the road. 	<p>In-Box:</p> <ul style="list-style-type: none"> • Battery • Charger • USB Cable • Stereo Portable Handsfree • Sony Ericsson PC Suite • Media Manager software • 2 stylus • User guide <p>Optional:</p> <ul style="list-style-type: none"> • Bluetooth™ Headset HBH-PV708 • A powerful wireless handsfree available in chrome or rose for everyday wear. • GPS-Enabler HGE-100 Get more from your phone – add GPS technology. Know where you are, where you're going and how to get there. • Bluetooth™ Car Speakerphone HCB-150 High performance car handsfree with text to speech for convenient calls on the road.
Facts and Figures 1)2)	<p>Size: 106 x 49 x 13mm Weight: 99 grams</p> <p>Colours: Silk Bronze</p> <p>Screen: 262,144 colour TFT Resolution: 240 x 320 pixels Size (diagonal): 2.4 inches</p>	<p>Size: 106 x 49 x 13 mm Weight: 99 grams</p> <p>Colours: Dark Red Dark Brown</p> <p>Screen: 262,144 colour TFT Resolution: 240 x 320 pixels Size: 2.4 inches</p>

	<p>Phone memory: Up to 160MB Memory Stick Micro™ (M2™) support</p> <p>Talk time (GSM/GPRS): Up to 12 hrs Standby time (GSM/GPRS): Up to 380 hrs</p> <p>Talk time (UMTS): Up to 4 hrs Standby time (UMTS): Up to 380 hrs Video call time: Up to 2.5 hrs</p>	<p>Phone memory: Up to 160MB Memory Stick Micro™ (M2™) support</p> <p>Talk time GSM/GPRS: Up to 12 hrs Standby time GSM/GPRS: Up to 340 hrs</p> <p>Talk time (UMTS): Up to 4 hrs Standby time UMTS: Up to 250 hrs Video call time: 2.5 hrs</p>
Availability and versions	<p>Networks: UMTS 2100</p> <p>GSM/GPRS 900/1800/1900</p> <p>Available in selected markets from Q2 2008.</p>	<p>Networks: UMTS 2100</p> <p>GSM/GPRS 900/1800/1900</p> <p>Available in selected markets from Q2 2008.</p>