

Press Release

Sony Ericsson marks the launch of its new brand XPERIA™ with the unveiling of the XPERIA™ X1

The world of our consumers and customers is changing. To meet the growing need for mobile Web communication and multimedia entertainment, Sony Ericsson introduces XPERIA™. With this new brand Sony Ericsson will position itself at the forefront of mobile convergence.

Barcelona, Spain – 10th February 2008 –Today marked the launch of XPERIA™ and a new era in mobile communications with the announcement of the XPERIA™ X1, a stand-out, arc slider phone from Sony Ericsson designed to address the growing need for a premium, converged mobile experience.

The XPERIA™ X1 combines a 3-inch clear wide VGA display and a full QWERTY keyboard within a quality metal-finish body. With Windows Mobile® inside, the XPERIA™ X1 lets you choose from a dynamic range of activities at anytime and anywhere; from enjoying your favourite entertainment content to working efficiently on-the-move. Access a world of experiences simply by touching the XPERIA™ panel on the screen.

“XPERIA™ represents the first brand that is truly borne from within Sony Ericsson. It represents our vision for a premium, energised communication experience,”

said Dee Dutta, Head of Marketing, Sony Ericsson. “This launch, and the announcement of the X1, further strengthens the overall Sony Ericsson brand and places us at the forefront of mobile convergence.”

XPERIA™

“Our vision for the XPERIA™ X1 is to deliver a seamless blend of mobile Web communication and multimedia entertainment within a distinctive design,” said Rikko Sakaguchi, Head of Portfolio and Propositions, Sony Ericsson. “XPERIA™ is our promise to think foremost of user experience and to deliver the premium experience – anytime, anywhere, anything, with anyone.”

Sony Ericsson XPERIA™ X1 – energised communication, the premium experience.

- Convergence of multimedia entertainment and mobile Web communication
- Unique arc slider with wide pitch easy-to-use QWERTY keyboard
- XPERIA™ panels - arrange as you want for easy access
- Enjoy multimedia entertainment on bright wide VGA display
- Windows Mobile® capabilities

XPERIA™ panel interface – experiences just the way you want them

Enjoy access to different experiences – Web, multimedia, applications – from your desktop. Navigate with the tip of your finger. Configure and have your XPERIA™ panels just the way you want them.

Multiple navigation – the choice is yours

XPERIA™ X1 lets you interact with your phone in different ways. Touch, full QWERTY

keyboard, 4-way key and optical joystick navigation. Switch seamlessly between operation modes.

Arc slider design – makes it stand out

The arc design gives XPERIA™ X1 a distinct and unique feel. Slide the screen upwards to reveal the wide pitch QWERTY keyboard. Ample distance between keys makes writing fast and easy.



Ultimate mobile experience – performance on the move

With Windows Mobile®, the highest data transfer rate (HSDPA/HSUPA) and WiFi™ support, you can enjoy your favourite entertainment and work efficiently on the move. Mobile access to everything that is important to you. aGPS gives you the freedom to explore the world. XPERIA™ X1 is a premium mobile experience.

The Sony Ericsson XPERIA™ X1 will be available in selected markets from the second half of 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 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

FOR MEDIA INFORMATION PLEASE CONTACT:

Sony Ericsson Corporate Communications & PR

Mattias Holm: +44 208 762 6065

General Press: +44 208 762 5858

E-mail: press.global@SonyEricsson.com

Product images: www.sonyericsson.com/press

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

Sony Ericsson XPERIA™ X1 – At a Glance

Camera	<ul style="list-style-type: none"> Auto focus 3.2 megapixel camera Photo light Video recording
Music	<ul style="list-style-type: none"> Bluetooth™ stereo (A2DP) Media player Music tones PlayNow™ Windows Media Player Mobile 3D games FM radio Java Video streaming Video viewing
Internet	<ul style="list-style-type: none"> Internet Explorer® Mobile RSS feeds
Communication and Messaging	<ul style="list-style-type: none"> Polyphonic ringtones Speakerphone Vibrating alert Video calling Email Picture messaging (MMS) Predictive text input Text messaging (SMS)
Design	<ul style="list-style-type: none"> XPERIA™ panels Optical joystick navigation Navigation key Picture wallpaper Touch navigation
Organiser	<ul style="list-style-type: none"> Alarm clock Calculator Calendar Document editors Document readers Flight mode Handwriting recognition Notes Phone book Tasks Touchscreen
Connectivity	<ul style="list-style-type: none"> aGPS Bluetooth™ technology Modem Synchronization USB support WLAN

Windows® Mobile® Operating System	Microsoft® Outlook Mobile: email, contacts, calendar, tasks Microsoft® Office Mobile: Word, Excel, PowerPoint Internet Explorer® Mobile Windows Media™ Player Mobile Windows Live™ Exchange ActiveSync® Voice control Utility Applications: file explorer, calculator, pictures & video, notes
Facts and Figures	Size: 110 x 53 x 16.7 mm Weight: 145 grams Available colours Black Silver Main screen: 65,536 color TFT Resolution: 800 X 480 pixels Size: 3 inches Memory Phone memory: up to 400 MB microSD™ memory card support
Availability and versions	Networks GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSDPA/HSUPA 900/1700/1900/2100 MHz UMTS/HSDPA/HSUPA 850/1700/1900/2100 MHz