



## Press Release

# Live life without boundaries with the Sony Ericsson XPERIA™ X2

Live life in the fast lane with the XPERIA™ X2 from Sony Ericsson. Designed for those who always need to be connected, whether it's for business or personal life, the XPERIA™ X2 blurs the boundary between work and play.

London, UK – September 2, 2009 – Today Sony Ericsson announces the XPERIA™ X2 a new Windows® phone that offers a best in class email and multimedia experience. In the modern world where 24/7 communication is key, users can instantly synchronise their mail and calendar and open and edit Microsoft® Office Mobile documents quickly and efficiently to stay connected with colleagues wherever they are.

The XPERIA™ X2 also includes the unique SlideView feature, which provides quick access to frequently used phone activities. Providing quick interaction with contacts, messages, media and more, SlideView gives an overview of missed incoming activity, notifying the user of any missed calls, e-mails and text messages so users don't overlook an important contact.



With 14 specially designed preloaded XPERIA™ panels and 16 more to download, users can work with no boundaries with the XPERIA™ X2. From Skype, Mytopia and Google™, to games, CNN and Windows Live™, the panels ensure users are up-to-date with what matters most to them. With an improved touch interface and new 3D signature panel users also benefit from flexible desktop panels designed to categorise business, fun and communication features. Just set favourites to appear during certain times of the day and can get the latest news in the morning, YouTube™ at lunchtime and games for the journey home.

Powered by QWERTY messaging, Windows Mobile® users can even show their presentations on the big screen with the TV out cable - the XPERIA™ X2 makes a day at the office a walk in the park.

“In the fast moving world we live in, the need to stay connected has never been so important.” said Sumit Malhotra, marketing business manager, Sony Ericsson. “We constantly rely on our mobile phones as an extension to the office and the XPERIA™ X2 debuting with Windows Mobile® 6.5, allows users to work quickly and efficiently while on the move. The XPERIA™ X2 also features a new range of interactive panels as well as

SlideView, which provides quick access to frequently used phone activities – perfect for those who need to see any missed incoming activity at a glance.”

Entertainment is not compromised on **XPERIA™ X2**. Enjoy amazing multimedia with the 3.2” high resolution touch screen and DVD quality and take advantage of the 8.1 megapixel camera to capture and instantly share experiences with friends and family. Personalise the panels and users can access Facebook™ to upload their party or holiday images and they can chat with friends across the world via Skype. Whether it is music, photography, email, video or gaming the **XPERIA™ X2** has it all.

“Windows® phones allow people to manage their whole world – from work to home to play – on a single handset,” said Stephanie Ferguson, general manager, product management, Microsoft Corp. “The **XPERIA™ X2** taps the powerful messaging and multimedia capabilities in Windows Mobile® so customers can be in touch, productive and entertained wherever they are.”

With the need to stay connected 24/7 Sony Ericsson has designed **XPERIA™ Services**, a bespoke and unique after sales package designed to help **XPERIA™ X2** users get the most out of their mobile phone. With a specialised technical team standing by to support busy users and talk through the outstanding features the **XPERIA™ X2** has to offer users can get help from troubleshooting to how to access their favourite websites. And if their **XPERIA™ X2** stops working while they are abroad, **XPERIA™ Services** can replace the mobile phone via a simple phone call.

**XPERIA™ Services** really has been devised with the consumer in mind and to help consumers discover more about their **XPERIA™ X2**.

## **XPERIA™ X2**

Live life without boundaries

- Windows Mobile® 6.5 – work on the move easier
- Make the most of the day – flexible desktop panels categorised for life: communication and fun, multimedia, business and internet
- Work without boundaries – instant synchronisation of mail, calendar powered by QWERTY keyboard messaging and Windows Mobile®
- Slide view – quick access to frequently used phone activities and overview of missed incoming activity
- Present documents on the big screen – TV out cable
- Never get stranded - **XPERIA™** exclusive travel insurance
- Enjoy amazing multimedia – 3.2” high resolution touch screen and DVD quality
- 8.1 mega pixel camera with Photo light – easily upload images to web albums
- Real 3D panel – 3D effects and zoom, music playback controls

Big business meeting? Arrive charged with the Car Charger **AN300** – ultra fast, ultra-safe and ultra-reliable. A perfect accessory for the **XPERIA™ X2**, it charges 40 per cent faster than most car chargers – just plug into the cigarette lighter and go.

**XPERIA™ X2** supports GSM/GPRS/EDGE 850/900/1800/1900 and UMTS/HSPA 850/900/2100. **XPERIA™ X2** will be available in selected markets from early Q4 in the colours Elegant Black and Modern Silver.

- ENDS -

### The Sony Ericsson XPERIA™ X2 at a glance

	<b>XPERIA™ X2</b>
<b>Camera</b>	8.1 megapixel camera Up to 16x digital zoom Auto focus Geo tagging Image stabilizer Send to web Touch focus Video light Video recording
<b>Music</b>	Album art Bluetooth™ stereo (A2DP) Equalizer Sony Ericsson media player Music tones (MP3/AAC) Equalizer Sony Ericsson media player Music tones (MP3/AAC) PlayNow™ arena* Stereo speakers Windows Media® Player
<b>Web</b>	Bookmarks Google™ search Internet Explorer® Pan & Zoom Web feeds
<b>Communication</b>	Call list Conference calls Polyphonic ringtones Speakerphone Vibrating alert
<b>Messaging</b>	Email Microsoft® Exchange ActiveSync® Handwriting recognition Instant messaging Picture messaging (MMS) Predictive text input Text messaging (SMS)
<b>Design</b>	Auto rotate Media Picture wallpaper Touchscreen Wallpaper animation

	Windows Mobile® 6.5
<b>Entertainment</b>	3D games Java™ Motion gaming Tracker Video streaming Video viewing YouTube™ application
<b>Connectivity</b>	A-GPS <b>Bluetooth™</b> technology DNLA Certified™ Google Maps™ Modem Synchronisation TV out USB mass storage USB support Wi-Fi™
<b>Organizer</b>	Adobe® PDF Reader Alarm clock Calculator Calendar Flight mode Microsoft® Office Mobile Notes Phone book Stopwatch Tasks Timer
<b>Accessories</b>	In-Box: <ul style="list-style-type: none"> <li>▪ <b>XPERIA™ X2</b></li> <li>▪ Battery</li> <li>▪ Battery Charger</li> <li>▪ Stereo Portable Handsfree <b>MH500</b></li> <li>▪ USB cable</li> <li>▪ TV out cable</li> <li>▪ 4GB SanDisk microSD™ memory card</li> <li>▪ User guide</li> </ul> <p>Optional accessories: <b>Bluetooth™</b> Headset <b>PV740</b> Car charger <b>AN300</b> Video Viewing Stand <b>IM920</b></p>
<b>Facts and Figures 1)2)</b>	Size: 110 x 54 x 16 mm  Weight: 115 grams

	<p>Colours: Elegant Black, Modern Silver</p> <p>Main screen: 65,536 colour TFT Resolution: 480 x 800 pixels (WVGA) Size: 3.2 inches</p> <p>Phone memory: Up to 110MB Memory card support: SanDisk microSD™ and microSDHC™, up to 16GB</p> <p>Talk time GSM: Up to 10 hrs Standby time GSM: Up to 500 hrs</p> <p>Talk time UMTS: Up to 6hrs Standby time UMTS: Up to 640hrs</p> <p>Music listening time: Up to 20hrs</p>
<b>Availability and versions</b>	<p>Networks:</p> <p><b>XPERIA™ X2</b> GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSPA 850/1900/2100</p> <p>GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSPA 900/1900/2100</p> <p>Available in selected markets from early Q4 2009.</p>

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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.

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*Sony Ericsson is a top, global industry player with sales of around 97 million phones in 2008. 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](http://www.sonyericsson.com).*

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