

Sony Ericsson expands Xperia family with two new generation Android smartphones

- **Xperia™ pro** combines intuitive and fast messaging with multimedia features from Sony
- **Xperia™ neo** gives consumers a new way to experience the best of Android and the best of Sony multimedia

February 13, 2011, Barcelona, Spain – Sony Ericsson today unveils the **Xperia™ neo** and **Xperia™ pro**, the newest additions to the new generation of Xperia™ smartphones. Closely following the launch of the **Xperia™ arc** smartphone earlier this year, these latest smartphones also feature cutting edge technology from Sony and an exceptional multimedia experience on the latest version of the Android™ platform – Gingerbread.

As well as best-in-class imaging and display technology from Sony, the **Xperia™ pro** combines an optimized slide-out keyboard with smart functions to create a fast messaging experience. Featuring an ergonomically crafted keyboard, Sony Ericsson has focused on integrating the hardware with clever messaging functions for a perfect user experience. **Xperia™ pro** introduces the subtle but fast Type &

Send functionality eliminating the need to open a dedicated app for each type of message, and Smart Keyboard that triggers predictive messaging actions automatically when the user slides out the keyboard.

Xperia™ pro is also the ideal business phone for Android fans coming complete with a set of professional functions such as syncing your email, calendar and contacts in a secure way



and the pre-loaded Office Suite Pro lets consumers view and edit office documents directly on the phone.

Steve Walker, Head of Marketing, Sony Ericsson said, “We want to be a leader in Android and with Xperia™ neo and Xperia™ pro, we are now offering excellent, innovative Android choices for consumers. These latest devices combine stunning design with state-of-the-art Sony technology and a new faster messaging experience on the Xperia™ pro, creating an entertaining smartphone experience.”

The best of Sony technology once again features in both **Xperia™ pro** and **Xperia™ neo**. The Reality Display with Mobile BRAVIA® Engine delivers exceptional visual brilliance and a crystal clear image which enhances the overall entertainment experience. Sony’s award-winning Exmor R™ for mobile sensor enables the capture of high quality, bright pictures and HD videos even in low light. All pictures and videos can be shared on an HD TV in your living room via the built in HDMI-connector.

Xperia™ neo builds on the stunning design language that Sony Ericsson has become known with a unique shape that not only looks good, but is ergonomically designed to fit perfectly in the user’s hand, especially when taking pictures.

Both smartphones will launch on the latest version of the Android™ platform providing access to Google Mobile Services and the myriad of applications available via the Android market.

Xperia™ smartphones add best in class entertainment on top of smartphone fundamentals such as apps, maps, email and fast uncompromised access to the Web with Adobe® Flash® Player to create the most entertaining smartphone experience.

Sony Ericsson Xperia™ neo - Key features

- Exmor R™. Great stills and videos even in low light
- Reality display with Mobile BRAVIA® Engine
- Built-in HDMI. Your stills and videos on HD TV
- More than 100,000 apps on Android Market
- Google™ services. At your service

The Sony Ericsson Xperia™ neo will be available in the following colours: Blue Gradient, Red and Silver.

Sony Ericsson Xperia™ pro - Key features

- Touch phone with perfect slide-out keyboard and smart functions for fast messaging
- Synch your email and edit office documents on the go
- Sony Mobile BRAVIA® Engine and Exmor R™ for mobile
- HDMI. Connect to an HD TV or a projector
- Google™ services and more than 100,000 apps on Android Market™

The Sony Ericsson Xperia™ pro will be available in the following colours: Black, Red, Silver

Sony Ericsson Xperia™ neo will be available globally in selected markets from end Q1 and **Sony Ericsson Xperia™ pro** from end Q2.

For further information, images and videos visit www.sonyericsson.com/mwcnews

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Sony Ericsson Xperia™ neo and Sony Ericsson Xperia™ pro at a glance

	Sony Ericsson Xperia™ neo	Sony Ericsson Xperia™ pro
Screen	Reality Display with Mobile BRAVIA® Engine 16,777,216 colour TFT Capacitive touchscreen 3.7 inches 854 x 480pixels (FWVGA) Scratch-resistant	Reality Display with Mobile BRAVIA® Engine 16,777,216 colour TFT Capacitive touchscreen 3.7 inches 854 x 480 pixels (FWVGA) Scratch-resistant
Music	Album art Bluetooth™ stereo (A2DP) Media player Music tones (MP3/AAC) PlayNow™ service* TrackID™ music recognition application*	Album art Bluetooth™ stereo (A2DP) Media player Music tones (MP3/AAC) PlayNow™ service * TrackID™ music recognition application*

Web	Android Market™* Bookmarks Google™ search* Google Voice™ Search* Pan & zoom Web browser (WebKit)	Android Market™ * Bookmarks Google™ search* Google Voice Search* Pan & zoom Web browser (WebKit)
Communication	Call list Conference calls Facebook™ application Google Talk™* Noise Shield Polyphonic ringtones Sony Ericsson Timescape™ Speakerphone Twitter™ (Timescape™ integration) Vibrating alert	Call list Conference calls Facebook™ application Google Talk™* Noise Shield Polyphonic ringtones Sony Ericsson Timescape™ Speakerphone Twitter™ (Timescape™ integration) Vibrating alert
Messaging	Conversations Email Google Mail™* Instant messaging Picture messaging (MMS) Predictive text input Text messaging (SMS)	Conversations Email Google Mail™* Instant messaging Picture messaging (MMS) Predictive text input Smart Keyboard Text messaging (SMS) Type & Send widget
Design	Auto rotate Keyboard (onscreen) Picture wallpaper Touchscreen Wallpaper animation	Auto rotate Keyboard (onscreen) Picture wallpaper Slide-out keyboard Touchscreen Wallpaper animation
Entertainment	3D games Motion gaming Radio (FM) Video streaming Video viewing YouTube™ *	3D games Motion gaming Radio (FM) Video streaming Video viewing YouTube™ *

Organiser	Alarm clock Calculator Calendar Document readers Flight mode Google Calendar™* Infinite button Phone book Set-up Wizard	Alarm clock Calculator Calendar Document editors Document readers Flight mode Google Calendar™* Infinite button Phone book Set-up Wizard
Connectivity	3.5 mm audio jack aGPS Bluetooth™ technology DLNA Google Latitude™* Google Maps™ with Street View* HDMI support Media Transfer Protocol support Micro USB connector Modem Synchronisation via Facebook™ Synchronisation via Google Sync* Synchronisation via Sony Ericsson SyncSynchronisation: Exchange ActiveSync® USB mass storage USB High speed 2.0 support Wi-Fi™	3.5 mm audio jack aGPS Bluetooth™ technology DLNA Google Latitude™* Google Maps™ with Street View* HDMI support Media Transfer Protocol support Micro USB support Modem Synchronisation via Facebook™ Synchronisation via Google™ Sync* Synchronisation via Sony Ericsson Sync Synchronisation: Exchange ActiveSync® USB mass storage USB High speed 2.0 support Wi-Fi™

<p>Google™ services*</p> <p>* These services may not be available in every market</p>	<p>Android Market™ Client Gmail™ Google Calendar™ Google Gallery 3D™ Google Latitude™ Google Maps™ with Street View Google Media Uploader Google Music Player™ Google Search widget Google Sync™ Google Talk™ Google Voice Search Set-up Wizard YouTube™</p>	<p>Android Market™ Client Gmail™ Google Calendar™ Google Gallery 3D™ Google Latitude™ Google Maps™ with Street View Google Media Uploader Google Music Player™ Google Search widget Google Sync™ Google Talk™ Google Voice Search Set-up Wizard YouTube™</p>
<p>Accessories</p>	<p>In-Box:</p> <ul style="list-style-type: none"> • Xperia™ neo • Battery • Stereo portable handsfree • 8GB microSD™ memory card • Charger • Micro USB cable for charging, synchronisation and file transfer • User documentation 	<p>In-Box:</p> <ul style="list-style-type: none"> • Xperia™ pro • Battery • Stereo portable handsfree • 8GB microSD™ memory card • Charger • Micro USB cable for charging, synchronisation and file transfer • User documentation

Facts 1)2)	<p>Size: 116 x 57 x 13 mm Weight: 126 grams</p> <p>Phone memory: Up to 320 MB</p> <p>Memory card support: microSD™, up to 32 GB</p> <p>Memory card included: 8GB microSD™</p> <p>Operating system: Google™ Android 2.3 (Gingerbread)</p> <p>Processor: 1 GHz Qualcomm Snapdragon™ MSM8255</p> <p>Talk time GSM/GPRS: Up to 6 hrs 55 min* Standby time GSM/GPRS: Up to 430 hrs*</p> <p>Talk time UMTS: Up to 7 hrs* Standby time UMTS: Up to 400 hrs*</p> <p>Music listening time: Up to 31 hrs* Video playback time: Up to 7 hrs 25 min*</p> <p>*According to GSM Association Battery Life Measurement Technique. Battery performance may vary depending on network conditions and configurations, and phone usage.</p>	<p>Size: 120 x 57 x 13.5 mm Weight: 140 grams</p> <p>Phone memory: Up to 320MB</p> <p>Memory card support: microSD™, up to 32GB</p> <p>Memory card included: 8GB microSD™</p> <p>Operating system: Google™ Android 2.3 (Gingerbread)</p> <p>Processor: 1 GHz Qualcomm Snapdragon™ MSM8255</p> <p>Talk time GSM/GPRS: Up to 6 hrs 55 min* Standby time GSM/GPRS: Up to 430 hrs*</p> <p>Talk time UMTS: Up to 7 hrs* Standby time UMTS: Up to 400 hrs*</p> <p>Music listening time: Up to 31 hrs* Video playback time: Up to 7 hrs 25 min*</p> <p>*According to GSM Association Battery Life Measurement Technique. Battery performance may vary depending on network conditions and configurations, and phone usage.</p>
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Availability and versions	<p>Networks</p> <p>UMTS HSPA 900, 2100 GSM GPRS/EDGE 850, 900, 1800, 1900</p> <p>UMTS HSPA 800, 1900, 2100 GSM GPRS/EDGE 850, 900, 1800, 1900</p>	<p>Networks</p> <p>UMTS HSPA 900, 2100 GSM GPRS/EDGE 850, 900, 1800, 1900</p> <p>UMTS HSPA 800, 1900, 2100 GSM GPRS/EDGE 850, 900, 1800, 1900</p>
Colour	<p>Blue Gradient</p> <p>Red</p> <p>Silver</p>	<p>Black</p> <p>Silver</p> <p>Red</p>

*All services mentioned in this table may not be available in every market.

Legal

1) Facts and features may vary depending on local variant. 2) Operational times are affected by network preferences, type of SIM card, connected accessories and various activities e.g. playing 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 celebrates its 10th year as a joint venture between Sony Corporation and Ericsson in October, 2011. Over the years the company has brought together the best communication technologies with superior entertainment user experiences to create its

Xperia™ line of the most entertaining smartphones in the mobile handset industry. With its global corporate functions in London, Sony Ericsson has sales and marketing operations in all major regions of the world, as well as manufacturing in China, and product development sites in China, Japan, Sweden and Silicon Valley, California. For more information, please visit: www.sonyericsson.com/press