

Press Release

Sony Ericsson brings new level of personalization to the mobile phone with the XPERIA™ X1

Sony Ericsson to put the user at the center of the mobile multimedia experience with its XPERIA range of phones

Las Vegas, USA – 1st April 2008 – Sony Ericsson today confirmed that it will be running Windows Mobile® 6.1 on its stand-out arc-slider phone, **XPERIA™ X1**, the innovative multimedia phone announced at this year's Mobile World Congress. Using Windows Mobile® 6.1, together with Sony Ericsson's unique **XPERIA™** panel user interface (UI), will enable a highly user-focused experience with enhanced connectivity, messaging and multimedia features.

As the mobile broadband comes of age, consumers are waking up to the vast array of multimedia services and content they can access on the move through their mobile phone. The **XPERIA™ X1** from Sony Ericsson enables consumers to personalise their experiences through a distinctive touch screen, panel-based UI creating an interface which is uniquely relevant to them and how they live their lives. This continually active desktop allows users to organise the phone's active dashboard as they want, changing between panels just like they change their mood, activity and information needs in the course of every day.

"No two individuals have the same tastes and desires. Sony Ericsson's **XPERIA™ X1** has been developed to ensure that mobile web communication and multimedia entertainment can be tailored, putting the individual at the heart of the mobile experience in a uniquely personal way," said Rikko Sakaguchi, Head of Portfolio and Propositions, Sony Ericsson.

Operators will also be able to custom build the touch panels that run on the **XPERIA™ X1** to provide the consumer with a rich, aggregated offering of their applications and services. In addition, Sony Ericsson also plans to align with key partners around the panel technology to enable them to develop exciting applications that can be enjoyed by users on the **XPERIA™ X1**.

Visit the Sony Ericsson booth (Central Hall C3 Booth #1627) a CTIA in Las Vegas between April 1 – 3 to hear more about the unique personalization and customization capabilities of the **XPERIA™ X1**.

The Sony Ericsson **XPERIA™** brand of multimedia mobile phones will bring a totally new user experience to the mobile phone market, putting the consumer at the heart of their experience and allowing the individual to create a touch panel dashboard that is unique to them and how they live their life.

The Sony Ericsson **XPERIA™ X1** will be available in selected markets in 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

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Product images: www.sonyericsson.com/press

More information for developers: www.sonyericsson.com/developer

Sony Ericsson XPERIA™ X1 – At A Glance

Camera	Auto focus 3.2 megapixel camera Photo light Video recording
Music	Bluetooth™ stereo (A2DP) Media player Music tones Windows Media Player™ Mobile 3D games FM radio Java

	<p>Video streaming Video viewing</p>
Internet	<p>Internet Explorer® Mobile RSS feeds</p>
Communication and Messaging	<p>Polyphonic ringtones Speakerphone Vibrating alert Video calling Email Picture messaging (MMS) Predictive text input Text messaging (SMS)</p>
Design	<p>XPERIA™ panels Optical Joystick navigation Navigation key Picture wallpaper Touch navigation</p>
Organiser	<p>Alarm clock Calculator Calendar Document editors Document readers Flight mode Handwriting recognition Notes Phone book Tasks Touchscreen</p>
Connectivity	<p>aGPS Bluetooth™ technology Modem Synchronisation USB support WLAN</p>
Windows® Mobile® Operating System	<p>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</p>

	Utility Applications: file explorer, calculator, pictures & video, notes
Facts and Figures	<p>Size: 110 x 53 x 16.7 mm Weight: 145 grams</p> <p>Available colours Solid Black Steel Silver</p> <p>Main screen: 65,536 colour TFT Resolution: 800 X 480 pixels Size: 3 inches</p> <p>Memory Phone memory: up to 400 MB microSD™ memory card support</p>
Availability and Versions	<p>Networks GSM / GPRS / EDGE 850/900/1800/1900 UTMS / HSDPA / HSUPA 900/1900/2100 MHz UTMS / HSDPA / HSUPA 850/1900/2100 MHz</p> <p>Available in selected markets in the second half of 2008</p>