



## Press Release

# Sony Ericsson widens reach with its most affordable HSDPA phone yet and a stylish clamshell with global appeal

London, UK – 23 April 2008. - Sony Ericsson today introduced two new HSDPA phones into its line-up; each clearly designed to take its range web-enabled phones in a different direction. The **Z780** expands the company’s range of devices for markets outside of Europe and the compact **G502** brings the power of the web to a mainstream audience.



“These two phones are quite distinct, yet both have the potential to introduce more users to the world of web on your mobile,” said Martin Winkler, director of global marketing and head of multimedia web at Sony Ericsson. “Being able to check your email whenever you like or surf the web when on-the-move should not just be the preserve of professionals. The Z780 and the G502 will appeal to anyone juggling a busy life”.

The **Z780**, a sister product to the recently announced Z770, is set to broaden the range of web-enabled phones into more markets across the globe. It packs tri-band 3G and HSDPA into its stylish clamshell frame, letting you receive email or browse the web at high speed in countries across the world. It also introduces built-in aGPS, giving users the opportunity to carry their navigation solution with them on their phone.

The new **G502** is the latest in an established line of classic Sony Ericsson phones that cram a wealth of time-saving features into an affordable, pocket-sized phone.



The G502 is the first such model, however, to feature high-speed HSDPA capability. This means that more users can now benefit from faster browsing and downloading capabilities in a phone that has a feature-set that is impressive and incredibly easy to use – perfect for those who want to stay in control of their lives.

### In touch, on the move

Both the **Z780** and the **G502** come with the latest version of Google™ Maps for Mobile. This application allows you to view high quality maps that give you a satellite view of the local area and view listings of the restaurants and hotels, complete with any reviews or ratings available

The built-in aGPS functionality of the **Z780** means that wherever you are, you'll always be able to find what you need – whether locating the address of your friend's party or finding the quickest route to your next meeting. Google™ Maps for Mobile then enables you to receive turn-by-turn directions that help you to find your way without complication.

With the **G502**, you just enter start and finish locations, and receive point-by-point directions of how to get to your destination. Plugging the GPS Enabler **HGE-100** accessory into the phone adds GPS capability here as well, making sure that you need never get lost again.

### **Easy email, simple setup**

Accessing your emails on the **Z780** and the **G502** couldn't be more straightforward. An easy-to-follow 'set-up wizard' guides you through a series of very easy steps so that your existing webmail account can be directed to your phone. Or if it is push email that you need, then the G502 and Z780 also support Exchange ActiveSync® for your security and complete mobility.

### **What you want, when you want it**

Accessing your favourite websites is now four times faster than with standard 3G (UMTS), thanks to the HSDPA speeds of the **Z780** and the **G502**. If you use one particular website more than others, you can select an RSS (Really Simple Syndication) feed that will give you 1-click access directly to this page from your phone's desktop. What's more, the pre-loaded weather forecast application on both of these phones allows you to check the weather before you head out, so you're sure to be prepared for any unexpected rainstorms.

The **Z780** is a UMTS/HSDPA 850/1900/2100 and GSM/GPRS/EDGE 850/900/1800/1900 phone that will be available in Grand Onyx and Amethyst Silver in selected markets from Q2 2008.

The **G502** is a UMTS/HSDPA 2100 and GSM/GPRS/EDGE 900/1800/1900 phone that will be available in Champagne Black and Brilliant Hazel in selected markets from Q2 2008.

- ENDS -

Legal

- 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.

© Sony Ericsson Mobile Communications AB, 2007.

The liquid identity logo, TrackID and PlayNow are trademarks or registered trademarks of Sony Ericsson Mobile Communications AB. Sony, Memory Stick Micro and M2 are trademarks or registered trademarks of Sony Corporation. Ericsson is the trademark or registered trademark of Telefonaktiebolaget LM Ericsson.

TrackID is powered by Gracenote Mobile MusicID. Gracenote and Gracenote Mobile MusicID are trademarks of Gracenote, Inc.

Bluetooth is a trademark or registered trademark of Bluetooth SIG Inc.

Google is a trademark or registered trademark of Google Inc.

Java and all Java-based trademarks and logos are trademarks or registered trademarks of Sun Microsystems, Inc.

Other product and company names mentioned herein may be the trademarks of their respective owners.

Any rights not expressly granted herein are reserved. Subject to change without prior notice.

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](http://www.sonyericsson.com).

**FOR MEDIA INFORMATION PLEASE CONTACT:**

**Sony Ericsson Global Communications & PR**

**Mattias Holm:** +44 208 762 6065

General Press: +44 208 762 5858

E-mail: [press.global@SonyEricsson.com](mailto:press.global@SonyEricsson.com)

Product images: [www.sonyericsson.com/press](http://www.sonyericsson.com/press)

**Sony Ericsson Z780 and G502– At a Glance**

	<b>Z780</b>	<b>G502</b>
<b>Core Features</b>	High Speed HSDPA Built-in aGPS Google™ Maps for Mobile RSS Desktop Automatic email set-up Picture and video blogging User Defined Blogging Web 2.0 Ready Active Sync email	High Speed HSDPA  Google™ Maps for Mobile RSS Desktop Automatic email set-up Picture and video blogging  Web 2.0 Ready Active Sync email
<b>Music and Entertainment</b>	Bluetooth™ stereo (A2DP) Media player Mega Bass™ Music tones (MP3/AAC) PlayNow™ TrackID™ Polyphonic ringtones 3D games FM radio Java Video streaming Video viewing	Bluetooth™ stereo (A2DP) Media player Mega Bass™ Music tones (MP3/AAC) PlayNow™ TrackID™ Polyphonic ringtones 3D games FM radio Java Video streaming Video viewing
<b>Camera</b>	2 megapixel camera 2.5x digital zoom Photo fix Picture and video blogging Video recording	2 megapixel camera 4x digital zoom Photo fix Picture blogging Video recording
<b>Internet</b>	Access NetFront™ web browser Web feeds	Access NetFront™ web browser Web feeds

<b>Communication and Messaging</b>	Email Exchange ActiveSync® Instant messaging Speakerphone Vibrating alert Video calling Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)	Email Exchange ActiveSync® Instant messaging Speakerphone Vibrating alert  Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)
<b>Connectivity</b>	aGPS Bluetooth™ technology Modem Synchronisation USB mass storage USB support	Bluetooth™ technology Modem Synchronisation USB mass storage USB support
<b>Organiser</b>	Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer	Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer
<b>Accessories</b>	In-Box: <ul style="list-style-type: none"> <li>• Stereo Headset HPM-62</li> <li>• Battery (BST-38)</li> <li>• Charger (CST-70)</li> <li>• Media Transfer Software</li> <li>• Sony Ericsson PC Suite</li> <li>• User guide</li> <li>• USB Cable (DCU-60)</li> </ul> Optional: <b>Bluetooth™ Car Speakerphone HCB-150</b> A portable handsfree solution for use in the car  <b>Bluetooth™ Headset HBH-PV703</b> Go wireless with a powerful headset  <b>Desk Stand CDS-65</b> Your phone's best assistant:	In-Box: <ul style="list-style-type: none"> <li>• User guide</li> <li>• Battery</li> <li>• Standard charger</li> <li>• Stereo portable handsfree headset</li> </ul> Optional: <b>GPS-Enabler HGE-100</b> Get more from your phone – add GPS technology.  <b>Bluetooth™ Car Handsfree HCB-105</b> Small enough to fit in your pocket, sleek enough to match the interior of your car. <b>Bluetooth™ Headset HBH-PV708</b>

	connect a USB cable, charger and portable handsfree	A powerful wireless handsfree available in chrome or rose for everyday wear.
<b>Facts and Figures</b>	<p>Size: 92 x 49 x 16 mm Weight: 100 grams</p> <p>Colours: Grand Onyx Amethyst Silver</p> <p>Main screen: 262,144 colour TFT Resolution: 320 x 240 pixels Size: 2.2 inches</p> <p>External screen: Monochrome Resolution: 36 x 128 pixels</p> <p>Phone memory: Up to 35 MB Memory Stick Micro™ (M2™) support</p> <p>Talk time GSM: Up to 9.5 hrs Standby time GSM: Up to 350 hrs</p> <p>Talk time UMTS: Up to 4.5 hrs Standby time UMTS: Up to 350 hrs</p>	<p>Size: 109 x 46 x 13.5 mm Weight: 83.5 grams</p> <p>Colours: Champagne Black Brilliant Hazel</p> <p>Main screen: 262,144 colour TFT Resolution: 240 x 320 pixels Size: 2 inches</p> <p>Phone memory: Up to 32 MB Memory Stick Micro™ (M2™) support</p> <p>Talk time GSM: Up to 9 hrs Standby time GSM: Up to 330 hrs</p> <p>Talk time UMTS: Up to 4.5 hrs Standby time UMTS: Up to 330 hrs</p>
<b>Availability and Versions</b>	<p>Networks: UMTS/HSDPA 850/1900/2100</p> <p>GSM/GPRS/EDGE 850 /900 /1800 /1900</p> <p>Available in selected markets from Q2 2008</p>	<p>Networks: UMTS/HSDPA 2100</p> <p>GSM/GPRS/EDGE 900 /1800 /1900</p> <p>Available in selected markets from Q2 2008</p>