



Sony Ericsson

## Press Release

### Sony Ericsson's World View is picture perfect

**17<sup>th</sup> June 2008, London - UK: Sony Ericsson's World View - one of the biggest mobile camera phone competitions in the world launches today.**

Following the amazing success of World View 2007, which received more than 70,000 entries from every corner of the world, World View is back for its third and biggest year yet. This unique online competition gives everyone the opportunity to share their camera phone photography with a global audience. With an exciting, interactive website and unbelievable new prizes, Sony Ericsson World View - the ultimate camera phone photography competition, is set to be more popular than ever.



2007's World View winner, Wang Feng from China comments on the image that won him the prestigious title: "I took the image after my car fell into a ditch and got covered in mud. As I was trying to get the car out, the fly landed on the windscreen and I thought it was the perfect picture. I would not have captured it if I had not had my camera phone with me."

*Wang Feng, China. World View 2007 winning image*

World View 2008 harnesses the global power of the internet, and has launched a stunning new website [www.sonyericsson.com/worldview](http://www.sonyericsson.com/worldview). The online portal offers more than just the option to enter the competition, it gives people the opportunity to join a truly global community, expand their online social network, share images with people around the world, pick up hints and tips from top photography professionals and even discover the latest Sony Ericsson must-have mobile camera phones.

Visitors to the site can look through the lens of mobile phone photographers all over the world thanks to a new flash photo gallery, which offers participants the option to include a mini biography and photo description of themselves. Get an insight into photographers' lives, the story behind their image and see their own 'world view'.

World View 2008 also introduces a phenomenal new prize open to everyone who enters. The People's Choice prize puts the power in the hands of the public. Awarded to the person who receives the most

Sony Ericsson  
Mobile  
Communications

Sony Ericsson House  
202 Hammersmith  
Road

Call: +44 (0) 20 8762  
5800  
Visit:

VAT Number GB781457984. Registered in England Number 4257114

\*The handset complies with standard IP54

votes from the public around the world, it is a trip of a lifetime worth £5,000/6,250. The Experts' Choice winner, chosen by Sony Ericsson's panel of elite photography judges, will receive a once-in-a-lifetime trip worth £10,000/12,500.

World View would not be complete without expert judges boasting a huge amount of experience and awards. This year sees the introduction of world renowned Liu Heung Shing to the respected panel of World View judges: Sony Ericsson Senior Designer from the Creative Design Centre, Martin Wezowski; Reuters UK & Ireland Chief of Photography, David Viggers; and leading global photographer Tony Briggs, a former London Photographer of the Year.

Reuters UK & Ireland Chief of Photography, David Viggers comments: "I am honored to have been asked to judge the Sony Ericsson World View competition for the third year running. This is a truly global competition that welcomes some of the world's best photography from both amateur and skilled photographers.

Judging by the quality of images submitted in previous year's World View competitions, I have no doubt that this year's competition will again introduce some of the world's most exciting camera phone images."



With new prizes and a new website for the competition, only one addition remains for Sony Ericsson World View - new contestants. Uploading photos and competing for the prizes couldn't be easier, visit the website to find out how and join one of the world's biggest mobile phone photography competitions.

*Little Dreams by Karen Grace Maranon, Philippines*

To visit World View log onto [www.sonyericsson.com/worldview](http://www.sonyericsson.com/worldview)

-ENDS-

Notes to Editor:

For further information, such as details on the entry mechanic, full list of terms and conditions, judges' biographies, please contact:

Communique PR (BM) - Chloe Backner  
Tel: + 44 (0) 20 7300 6210

Email: [chloe.backner@communiquepr.co.uk](mailto:chloe.backner@communiquepr.co.uk)

Sony Ericsson - Lisa Canning

Tel: +44 208 762 6064

Email: [lisa.canning@sonyericsson.com](mailto:lisa.canning@sonyericsson.com)

**Summary of rules:**

**Photo entries**

- Participants can enter from any country in the world
- Each registered participant cannot be entered twice
- The same photo can not be entered into more than one category
- Terms and Conditions state that photos must be taken with a mobile camera phone
- Photos taken with any mobile camera phone can be entered into the competition

Full terms and conditions are available on request