

Press Release

Sony Ericsson, the brains behind Bluetooth™, unveils three new innovative headsets for everyday life

The new Sony Ericsson Bluetooth™ headsets **HBH-PV715**, **720** and **740** represent the next generation of Bluetooth™ accessories – high performance headsets that are stylish, practical and versatile, whatever your needs. Building on its long history in developing Bluetooth™, Sony Ericsson has used its own development site in the Netherlands to ensure it brings its most innovative Bluetooth™ headsets to date to the market.

Singapore, 17 June 2008 - Whether practicality, design or size is important, this new range unveiled today has something for everyone. The new Bluetooth™ family includes Sony Ericsson's best performance headsets to date placing them at the very top of the market in terms of standby and talk time and also introducing a new Sony Ericsson form factor that is very small and light.

Jacob Sten, Head of the Accessories Division at Sony Ericsson, said: "These three models are the most innovative headsets that Sony Ericsson has ever produced and they really stand out from the competition. We understand that users need to keep in contact while on the move, and now they can do so incredibly easily with this range of headsets that suits any lifestyle."

Available in two colours and in a soft design, the **HBH-PV-715** is a practical and stylish wireless headset for your everyday life. Perfect for those who want a no-fuss headset, the **HBH-PV-715** produces 10 hours of talk time with an impressive 700 hours standby.

Left: HBH-PV-715

Centre: HBH-PV-720

Right: HBH-PV-740



For the fashion conscious who want a sophisticated headset that stands out, the **HBH-PV-720** is a must have. Available with three Style up covers, removable ear hooks and attached to a black metal necklace, this headset is for those who want to combine flexibility with an edgy street style. To maximise comfort, the ear hooks on this headset are removable and available in different sizes. **The HBH-PV-720 has 11 hours talk time and 800 hours standby.**

The more career minded among us may invest in the metal **HBH-PV740**, a new

exclusive and complete headset kit for the business user. With 11 hour talk time and two carrying solutions, this professional wireless headset kit for your working day also includes a headset desk stand and a USB charger that will allow you to charge your headset while working. It also has a display with battery indication.

Of course all the headsets have the benefits of wireless call handling and the ability for the user to free their hands while out in the car, office, at home or shopping.

HBH-PV-720 will all be available in selected markets from Q3 2008. HBH-PV 715 and HBH-PV-740 will be available in selected markets from Q4 2008

- ENDS -

At a glance

HBH-PV-715

Practical, yet stylish

For everyday life, you need a wireless headset that is practical as well as stylish. It is comfortable, simple to use and makes it easier to stay in touch and organized.

- Good value for money
- 11 h talk time/ 800h stand by so it is ready to use at any time
- Removable ear hook
- Auto-pairing for easy set-up
- DSP and automatic volume adjustment for clear sound in every environment
- Bluetooth 2.0 + EDR for a stable and reliable connection
- Available in either black or white

HBH-PV-720

Sophisticated and fashionable

This compact, stylish and versatile headset will even appeal to the most street-wise and image-conscious.

- 11 h talk time and 800 h stand by
- 3 elegant Style-up™ covers with black and silver patterns
- Autopairing
- DSP and automatic volume adjustment
- Bluetooth 2.0 + EDR for a clear sound and reliable connection in every environment
- Removable ear hooks

Black necklace

HBH-PV-740

Professional and business-oriented

This exclusive and complete headset offers the busy business person an unrivalled set of features that make the working day easier.

- 11 h talk time/800 h stand by
- Convenient sliver necklace carrying solution
- Headset desk stand and USB charger
- Status display for battery and connection indication
- Removable ear-hooks
- Autopairing for easy set-up
- DSP and automatic volume adjustment
- Bluetooth 2.0 + EDR for a stable and reliable connection

Legal

1) Facts and features may vary depending on local variant.

2) Talk, standby and video call 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.

© Sony Ericsson Mobile Communications AB, 2008.

The Liquid Identity logo, BestPic, PlayNow and TrackID are trademarks or registered trademarks of Sony Ericsson Mobile Communications AB. Sony, Cyber-shot and x-Pict Story 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.

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.

Having sold over 100 million phones in 2007, Sony Ericsson is currently one of the five largest mobile phone manufacturers in the world. An important industry player operating in over 80 countries, our phones, accessories and PC cards are synonymous with innovation and style. With R&D sites in Europe, Japan, China, India and North America, diversity is one of the core strengths of the company. 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

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

Product images: www.sonyericsson.com/press