



Press Release

Sony Ericsson announces the slim and elegant T700 - a phone that shines above the rest

London, UK – August 7, 2008 – Shine with the new Sony Ericsson T700, a phone with slim elegance that will help you stand out from the crowd. This flawless phone combines timeless design and premium features for the mainstream market. Snap a great shot with the 3.2 megapixel camera and share it with your friends on your blog or web page. Boogie to the beat from the exquisite sound of the built-in stereo speakers, or through your phone's colour-matched headset.

Be the envy of your friends with the **T700**. Building on the heritage of the style icon Sony Ericsson **T610**, the **T700** has the robust set of must-have features that you'd expect from a Sony Ericsson phone - but with the slim elegance that takes centre stage in a premium handset. At just 10mm thin this phone has a timeless yet fresh Sony Ericsson design and is complete with a 3.2 megapixel camera and self-portrait mirror - ideal for those who are always well groomed and take pride in their appearance and possessions.

“Become a real head turner with the **T700**” said Sven Totté, Head of Marketing for the design category at Sony Ericsson. “Sleek and shiny, the slim elegance of the **T700** gives users a premium experience at a mid-range price point - perfect for the design conscious. Everyone who bought and adored the iconic T610 will be keen to get their hands on the new **T700**.”

The **T700** is the quick way to add more emotion when you're in motion. Download film clips and view in vivid colours thanks to the 2" TFT display.

The new **T700** Hey, good looking

- The perfect slim elegant phone – slick stick design with premium metal finish
- 3.2 megapixel camera – snap a great shot and share with your friends via your blog or web page
- High quality stereo speakers – share your music with friends
- Colour matched headset – colour co-ordinate your accessories with your phone
- High speed sharing – via the operator network or Bluetooth™
- 512MB memory card memory in box – and even more to expand



- 2" TFT display – add more emotion when you're in motion, download film clips and view in vivid colours

The **T700** is a slim elegant phone for the mass market – whether you want a phone that looks good or one that is perfect to show off in an important business meeting.

The T700 is a GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSDPA 2100 phone that will be available in selected markets in the colours Black on Silver, Black on Red and Shining Silver from early Q4 of 2008

- ENDS -

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

T700 At a glance

	T700
Camera	3.2 megapixel camera Up to 3x digital zoom Self-portrait mirror Photo fix Photo light Video light Video recording Picture blogging PictBridge printing Photo feeds x-Pict Story™
Music/Entertainment	Bluetooth™ stereo (A2DP) Media player Stereo speakers Mega Bass™ Album Art Music tones (MP3/AAC) PlayNow™ TrackID™ 3D games Java™ FM Radio Video streaming Video viewing

Web/Internet	Access NetFront™ Web browser Web feeds
Communication & Messaging	Speakerphone Polyphonic ringtones Vibrating alert Video calling Email Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS) Instant messaging Microsoft® Exchange ActiveSync®
Design	Navigation key Torch functionality Picture wallpaper Wallpaper animation
Connectivity	Bluetooth™ technology Modem Synchronization USB mass storage USB support
Organizer	Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer
Location-based service	Geo tagging of photos (cell-id) Google Maps™
Accessories	In-Box: <ul style="list-style-type: none"> ▪ Battery ▪ Battery Charger ▪ 512MB Memory Stick Micro™ (M2™) ▪ USB cable ▪ Colour-matched stereo portable handsfree ▪ Sony Ericsson PC Suite ▪ Media manager ▪ User guide Optional:

	<p>Bluetooth™ Headset HBH-PV703 Small and powerful handsfree solution offering great value for money</p> <p>Power Pack CPP-100 Convenient back-up for when you are out of power</p> <p>Exercise Case IDC-32 Carry and protect your phone while exercising</p>
Facts and Figures 1)2)	<p>Size: 104 x 48 x 10 mm</p> <p>Weight: 78 grams</p> <p>Colours: Black on Silver Black on Red Shining Silver</p> <p>Screen: 262,144 colour TFT Resolution: 240 x 320 pixels Size: 2.0 inches</p> <p>Phone memory: Up to 25MB Memory Stick Micro™ (M2™) support</p> <p>Talk time GSM/GPRS: Up to 9.5 hrs Standby time GSM/GPRS: Up to 370 hrs</p> <p>Talk time UMTS: Up to 4.5 hours Standby time UMTS: Up to 360 hours</p> <p>Video talk time: Up to 2.5 hours</p>
Availability and versions	<p>Networks: GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSDPA 2100</p> <p>Available in selected markets from early Q4 2008.</p>

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, 2008.

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 is a top global industry player with sales of over 100 million phones in 2007. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. 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