

## Press Release

# Sony Ericsson announces launch dates for Xperia™ X1

London, UK – 10 September 2008 – Sony Ericsson today announces 30 September 2008 as the official launch date for the highly anticipated **Xperia™ X1** – initially available to consumers in the UK, Germany and Sweden. The handset will be available in other markets across Europe, Asia and Latin America throughout Q4 2008.

<b>APAC</b>	Indonesia, Singapore, Bangladesh, Cambodia, India, Malaysia, Philippines, Taiwan, Thailand and Vietnam
<b>Western Europe</b>	Spain, France, Italy, Switzerland, Netherlands, Austria, Norway, Denmark, Belgium, Portugal
<b>Central Europe</b>	Poland, Hungary, Czech Republic
<b>Middle East</b>	UAE, Saudi Arabia, Kuwait
<b>Africa</b>	South Africa
<b>Latin America</b>	Argentina, Chile, Uruguay, Paraguay and Bolivia

Availability dates for North America, China, Australia and Russia along with other countries not mentioned above will be announced by local markets in the coming months.

### Webcast

To start the countdown to the launch of **Xperia™ X1**, Sony Ericsson will host a live global webcast on September 15 at 13:00 GMT + 1, offering viewers the first in-depth demonstration of the handset. The web cast will also premiere the first episode of an alternative reality thriller Johnny X. To register to view the web cast and Q&A session with **Xperia™ X1** Senior Product Manager Magnus J Andersson, please visit: [www.sonyericsson.com/premiere](http://www.sonyericsson.com/premiere).

“We are extremely pleased with the innovation and new user experience we have created for consumers on the **Xperia™ X1**,” said Rikko Sakaguchi CVP and Head of Creation and Development at Sony Ericsson. “The in-depth demonstration on the web cast will showcase how this handset is truly unique. The nine panel eco system puts the user in total control of the primary experiences available on the phone and allows consumers to personalise the panel interface to suit their needs and lifestyle. The **Xperia™ X1** has the highest quality screen on the market, four-way navigation keys and optical joy stick to give a stressless browsing experience

and, with its super fast processor and network speed the **Xperia™ X1** really bridges the gap between personal, entertainment and work mobile needs.”

### **Johnny X Alternative Reality Thriller**

Johnny X is about a young man with amnesia desperately piecing together his identity. The webisodic thriller comprises of nine episodes, created to demonstrate the rich, immersive and experiential elements of the **Xperia™ X1**.

The storyline follows Johnny X on his mission to rediscover his identity. As he finds out more about his lost life in a race against time, he updates his **Xperia™ X1** with new content to piece together his personality and identity, reflecting how the phone can be personalized to suit users' individual lifestyle and needs. Will Johnny X find out who he really is before it's too late?

“Producing the Johnny X thriller has given us an engaging platform to demonstrate all the capabilities and features a user can experience with the **Xperia™ X1** phone,” said Lennard Hoornik, Head of Marketing at Sony Ericsson. “The panel interface is a perfect way to reflect your personality and can be tailored and changed to suit your exact needs at any given time. No two **Xperia™ X1** will ever have the same combination of panels on the phone; we are all individuals and deserve to have a phone that reflects that. ”

Over a three week period, one new episode of Johnny X will be posted online at [www.sonyericsson.com/Johnnynx](http://www.sonyericsson.com/Johnnynx) every Monday, Wednesday and Friday starting on Monday, September 22. Check out the trailer for the series at [www.whoisjohnny-x.com](http://www.whoisjohnny-x.com)

### **Global Launch**

The official global launch of the **Xperia™ X1** will take place at Tent London as part of London Design Week between September 18 – 21<sup>st</sup>. Journalists are invited to attend the official Tent London opening party on Friday evening 19 September 2008 to see the **Xperia™ X1** and meet with Sony Ericsson spokespeople. To register, please email: [sonyericsson@bm.com](mailto:sonyericsson@bm.com)

Tent London is one of the most comprehensive and diverse design events of the year. It is a multi-disciplinary event in an exciting location that will appeal equally to designers, media and consumers - embracing art to architecture, vintage to contemporary and raw talent to established trend-setters.

Open to general public from 18-21<sup>st</sup> September, from 10am, with admission prices starting at:

- Public & Students £7.50 in advance £10.00 on the door
- Child (under 16) £5.00
- Child (under 5) FREE

For advance ticket purchases, visit: [www.tentlondon.co.uk](http://www.tentlondon.co.uk)

**Address:** Circa at Tent London, The Truman Brewery, Brick Lane, London, E1

### **Xperia™**

The **Xperia™ X1** is the first product under Sony Ericsson's new premium sub-brand **Xperia™**. Designed to meet consumers' needs for a converged entertainment and mobile web communication experience, the **Xperia™ X1** is an extremely stylish handset encased in a real stainless steel body, with a striking arc-slider design, supported by a powerful multimedia ecosystem.

Consumers can access a world of experiences by tapping on one of the unique customisable panels on the three-inch high resolution touch-widescreen. Windows Mobile® lets you choose from a dynamic range of activities anytime and anywhere; from enjoying your music, watching a video, checking email, shopping online or working with Windows Mobile Office on-the-move. The full QWERTY keyboard and quality metal casing completes this premium handset. For more information please visit: [www.sonyericsson.com/x1](http://www.sonyericsson.com/x1)

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#### **About Sony Ericsson**

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

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#### **Sony Ericsson Xperia™ X1 – At A Glance**

Camera	Auto focus
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	<p>3.2 megapixel camera Photo light Video recording</p>
<b>Music</b>	<p>Bluetooth™ stereo (A2DP) Media player Music tones Windows Media Player™ Mobile 3D games FM radio Java Video streaming Video viewing</p>
<b>Internet</b>	<p>Internet Explorer Mobile Opera 9.5 browser RSS feeds</p>
<b>Communication and Messaging</b>	<p>Polyphonic ringtones Speakerphone Vibrating alert Video calling Email Picture messaging (MMS) Predictive text input Text messaging (SMS)</p>
<b>Design</b>	<p>Xperia™ panels Optical Joystick navigation Navigation key Picture wallpaper Touch navigation</p>
<b>Organiser</b>	<p>Alarm clock Calculator Calendar Document editors Document readers Flight mode Handwriting recognition Notes Phone book Tasks Touchscreen</p>
<b>Connectivity</b>	<p>aGPS Bluetooth™ technology Modem Synchronisation USB support WLAN</p>
<b>Windows® Mobile® Operating System 6.1</b>	<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®</p>

	Utility Applications: file explorer, calculator, pictures & video, notes
<b>Facts and Figures</b>	Size: 110 x 53 x 16.7 mm Weight: 158 grams  Available colours: Solid Black and Steel Silver  Main screen: 65,536 color TFT Resolution: 800 X 480 pixels Size: 3 inches  Memory Phone memory: up to 400 MB microSD™ memory card support
<b>Availability and Versions</b>	Networks UMTS 900/1900/2100 UMTS 850/1900/2100 EDGE 850/900/1800/1900 HSUPA/HSDPA

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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