



Press Release

Sony Ericsson & Saab partner for smart In-Car User Experience

Bringing their partnership a step further at the Paris Motor Show, Sony Ericsson and Saab have developed a future looking connectivity application for the Xperia™ X1, putting the world premiere 9-X Air concept car at the fingertips of the mobile user.

Paris, October 2, 2008 – Sony Ericsson and Saab join forces to bring in-car user experience a step further. Combining the best of two worlds – mobile telecommunications and automotive industry – the two innovative companies work hand in hand to provide smart solutions and forward thinking technology to convenient in-car communications and responsible driving.

Using mobiles while driving must both follow the local legislation and offer a convenient way to stay in touch while on the move. By working openly with General Motors and particularly Saab, and providing a complete portfolio of car accessories, Sony Ericsson puts consumers in the driving seat and optimizes the in-car user experience - www.sonyericsson.com/car

During the Paris Motor Show, people will be able to enjoying the progressive Scandinavian design both through the advanced Saab car model lines and with the latest announced Sony Ericsson phone models and accessories.

Several Saab 9-3, 9-5 and 9-X models featured with either Sony Ericsson car accessories (including the recently announced [Bluetooth™ Car Speakerphone HCB-108](#)) or fully integrated onboard systems will provide visitors with a premium in-car user experience for Bluetooth handsfree telephony. With a superior audio quality, those complementary solutions offer people to stay in touch with friends, colleagues and family while on the move. Drivers can browse through their phonebook, answer or make calls while keeping their eyes on the road and their hands on the wheel.

Making the most of the Bluetooth technology, Sony Ericsson and Saab also work on future development for advanced communications between mobile phones and cars. For its world premiere at the Paris Motor Show, the [Saab 9-X Air](#) will be showcased with highly developed connectivity. Some of the car features will be remotely controlled by the Sony Ericsson [Xperia™ X1](#), providing a premium mobile user experience through its unique customisable touchscreen panels:

- Control ambient lightning
- Control front and rear seat settings
- Lock the car
- Open the rear compartment

- Switch on and off the lights (blinkers, main lights...)
Demonstrations will be available upon request during the Press days.

- ENDS -

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

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Sony Ericsson Xperia™ X1 – At A Glance

Camera	Auto focus 3.2 megapixel camera Photo light Video recording
Music	Bluetooth™ stereo (A2DP) Media player Music tones Windows Media Player™ Mobile 3D games FM radio Java Video streaming

	Video viewing
Internet	Internet Explorer Mobile Opera 9.5 browser RSS feeds
Communication and Messaging	Polyphonic ringtones Speakerphone Vibrating alert Video calling Email Picture messaging (MMS) Predictive text input Text messaging (SMS)
Design	Xperia™ panels Optical Joystick navigation Navigation key Picture wallpaper Touch navigation
Organiser	Alarm clock Calculator Calendar Document editors Document readers Flight mode Handwriting recognition Notes Phone book Tasks Touchscreen
Connectivity	aGPS Bluetooth™ technology Modem Synchronisation USB support WLAN
Windows® Mobile® Operating System 6.1	Microsoft® Outlook Mobile: email, contacts, calendar, tasks Microsoft® Office Mobile: Word, Excel, PowerPoint Internet Explorer® Mobile Windows Media Player™ Mobile Windows Live™ Exchange ActiveSync® Utility Applications: file explorer, calculator, pictures & video, notes
Facts and Figures	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
Availability and Versions	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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