



Press Release

Sony Ericsson Unveils real-time *Mobile Event Guide*: Next-Generation Tools for Sports Fans

- Fans receive latest tournament stats and facts straight to their mobile phone
- Players and officials receive schedules at the touch of a button

London, UK – 15th October, 2008 – Sony Ericsson today unveiled the *Mobile Event Guide*, its new initiative to be launched for the first time at the Sony Ericsson Championships, the prestigious season ending women’s tennis event. The *Mobile Event Guide* is a free mobile application that fans can download onto their mobile phones, allowing them to access all that is best about a sport’s programme and local travel and tourism information without the inconvenience of searching and downloading individual web pages for information. The *Mobile Event Guide* is the first service of its kind that is updated via Wi-Fi or Bluetooth™ to include real-time information.

“Sony Ericsson continually strives for new ways of using its technical innovation to enhance the experience for those attending Sony Ericsson sponsored events. The *Mobile Event Guide* will enable fans at the Sony Ericsson Championships in Doha to access an easy-to-use, free service offering an indispensable guide to the tournament and city. We look forward to rolling out the application in the future for a variety of spectator events”, commented Aldo Liguori, CVP and Head of Global Communications and PR, Sony Ericsson.

The *Mobile Event Guide* is driven on a Java ME (J2ME) mobile application running on the JP-7 and the new JP-8 Java platform. The application is self-contained so does not require a data connection through the day, however with the use of wireless technology, the application can be adapted to receive live feeds, giving up to the minute information.

Advances in technology will enable the *Mobile Event Guide* to be adapted to meet the needs of event-going spectators by providing them with a palm-sized passport that includes event-guides, preferential entry and live feeds of the latest information. Fans entering the stadium in Doha will be greeted with a message from Sony Ericsson inviting them to download the application via Bluetooth™. The *Mobile Event Guide* will then be updated intelligently each day; when the same spectator arrives the next day the application will be replaced with an updated version with new content, preventing expensive data or roaming charges. The technology is available to most

Bluetooth™ enabled phones, meaning spectators will have the ability to download a version of the application that suits their mobile phone at specially designated Sony Ericsson kiosks in the stadium.

Integral to the player and official version of the *Mobile Event Guide* is the Capuchin firmware, Sony Ericsson proprietary technology, which allows a much richer, intuitive user interface that is seamlessly combined with low-level phone functions.

Players will have a personalised Sony Ericsson C905 Cyber-shot™ phone with a special Capuchin version of the application that will provide them with not only a much richer user experience but additional features including live updates to information such as latest match statistics and personal schedules and maps of the stadium, using the new wireless feature of the Cyber-shot™ phone.

Notes to Editors:

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

The Sony Ericsson Championships sees the world's Top 8 women singles and top 4 women's doubles teams compete for the title and a share of a record prize money of \$4.45 million. Many of the world's leading players have qualified including Ana Ivanovic, Jelena Jankovic, Dinara Safina, Serena Williams, Elena Dementieva; and doubles players Cara Black - Liezel Huber and Medina Garrigues - Ruano Pascual. The tournament will be held in Doha for three years and runs November 4th to November 9th.

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