

Press Release

Sony Ericsson's C905 Cyber-shot™ phone gets a starring role and stops the city in its tracks

Camera. Lights. Action! Sony Ericsson's new C905 Cyber-shot™ camera phone television commercial brings a city to a standstill, as it follows a group of friends who snap and showcase giant high-quality photos for all to see using their 8.1 megapixel camera phone.

London, UK - 20th October 2008 – Sony Ericsson today reveals its stunning new television commercial for the new **C905 Cyber-shot™** camera phone. The company commissioned professional photographer Matt Stuart to take photos, using the 8.1 megapixel **C905 Cyber-shot™** camera phone, to use in the launch of its new commercial.

A number of enormous photos taken by Matt Stuart using the **C905 Cyber-shot™** camera phone are placed in unusual locations, to show how anyone can experiment and be more spontaneous when taking and exhibiting their photos with this high quality camera phone.



Viewers see a CCTV camera mounted on a traffic light in the city centre. The camera's mechanical head turns and stops to look at a large picture of a young woman cheekily poking her tongue out.



In another scene, huge pictures of brightly-coloured budgerigars stand high up against the city skyline, and has crowds of passersby stopping to look in wonder.

“The **C905 Cyber-shot™** is a powerful 8.1 megapixel camera phone,” said Sven Totté, Head of Imaging Marketing at Sony Ericsson. “We really wanted to show consumers what is possible with the camera phone and showcase the outstanding picture quality it can deliver. Therefore the images in the commercial were actually taken with a C905 Cyber-shot™ camera phone.”

Professional photographer Matt Stuart, who took the photos with a **C905 Cyber-shot™** camera phone, said: “To be honest, I was a bit sceptical about the results that a camera phone could achieve, but I was amazed. The **C905 Cyber-shot™** camera phone felt like a camera and handled like one too. I was very impressed with the quality and think this is reflected in the commercial.”

The new **C905 Cyber-shot™** phone

Take your best shot

- Complete digital camera experience on a phone – true digital camera styling and an 8.1 megapixel camera with Xenon flash

- Outstanding picture quality – complete with face detection auto-focus, smart contrast and image stabilizer
- From baby's first steps to an amazing sunset; store them all on the 2GB Memory Stick Micro™ (M2®) included
- The USB adaptor (CCR-70) provided in-box allows for easy transfer of your photos to-and-from your PC
- View high-quality pictures on the impressive 2.4" scratch-resistant mineral glass display
- Share your memories – send your photos wirelessly from your phone to your TV via Wi-Fi™ (using DLNA), or connect with wires using the TV-Out Cable ITC-60
- Upload photos to your own online blogsite or print your photos with fantastic resolution, up to A3 size
- Much more than a camera phone - GPS-enabled for geo-tagging of photos and navigation support

With the new 8.1 megapixel **C905 Cyber-shot™** phone you can show off your shots like never before.

The **C905 Cyber-shot™** will be available in three colours (Night Black, Ice Silver and Copper Gold) in selected markets from Q4 2008. It will support the following networks:

- C905: GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSDPA 2100.
- C905a: GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSDPA 850/1900/2100
- C905c: GSM/GPRS/EDGE 850/900/1800/1900.

- ENDS -

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- 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.

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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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