



Sony Ericsson

Press Release

Sony Ericsson fuses crystal clear audio with the latest mapping technology – exclusive to Vodafone on the W715 Walkman™ phone

Introducing advanced wireless connectivity combined with Sony Ericsson's best-in-class audio experience – the W715 Walkman™ phone. Building on an array of innovative launches in 2008, Sony Ericsson announces a new product into its mobile music range. With quick access to the navigation services through a dedicated key, it opens up the world of easy navigation to bring something new in 2009.

London, UK - January 8, 2009 Sony Ericsson announces that soon Vodafone customers will be able to use the GPS enabled **W715** Walkman™ phone to make the most of location-based services. Aside from turn-by-turn pedestrian or driving navigation available using Vodafone Find&Go, customers will be able to find their nearest restaurants, hotels or shopping centres all within a few clicks on their new mobile phone.

The **W715** Walkman™ phone features the same superior sound quality as the **W980** Walkman™ phone, which was rated 'best audio experience' in independent tests*. On the top of premium music experience with crystal clear sound, the **W715** includes popular Walkman™ features such as the music recognition application TrackID™, SensMe™ for matching your mood to the music, and Shake Control to change tracks with the flick of a wrist. All this provides for a premium Music experience, fully integrated with Vodafone Music, allowing easy access to single and album downloads.

"The W715 is another exciting exclusive for Vodafone customers. The seamless integration with Vodafone's Music services, such as single or full album download, provides for a great overall experience on our fast and reliable network. With fully integrated GPS and Vodafone Find&Go, this phone is offering a very attractive feature set in a combination we know customers are asking for more and more", said Patrick Chomet, Global Director of Terminals at Vodafone.

'We are continuing to progress the music capability on our phones', added Peter Marsden, Head of GCU Vodafone at Sony Ericsson, 'and the **W715** Walkman™ phone is a great way to support Vodafone Music, plus its dedicated key to location-based services simply highlights its ease of use – all making for a great user experience.'

The **W715** Walkman™ phone is much more than a music phone. Its metal finish combines with a large screen in an elegant and compact slider for a professional feel. The inclusion of a 3.2 Megapixel camera and Wi-Fi connectivity allows users to snap photos of friends, and quickly upload them to social networking sites for all to see.

The Vodafone exclusive Sony Ericsson W715 Walkman™ phone will be available in Galactic Black, and Luxury Silver. Country availability will be announced in due course.

The new W715 Walkman™ phone

- Award-winning clear audio experience – listen to music as it was meant to be heard
- aGPS increases the precision of location-based services (LBS)
- Vodafone Find&Go navigation service – a complete mobile navigation experience
- Desktop direct search to online music – go online for the best songs and most popular videos on YouTube™
- Wi-Fi and DLNA certified – connect the way you want
- Shake Control – switch tracks and control the volume with the flick of a wrist
- SensMe™ – create playlists based on mood, rather than artists or genres
- Large 2.4-inch screen – view websites and emails with high clarity
- Auto rotate – switch from portrait to landscape with just a tilt of the phone
- Google Maps™ for Mobile
- 3.2 Megapixel camera – snap and share your favourite images via Bluetooth™
- FM radio with TrackID™ – listen to the radio while on the move
- Option for 4GB memory card – store up to 3,900 songs**

The W715 supports GSM/GPRS/EDGE 850/900/1800/1900 and UMTS/HSPA 900/2100. The W715 will be available in selected markets, in the colours Galactic Black, and Luxury Silver - countries and details of specific music and navigation applications, to be announced locally during Q1 (January-March) 2009.



Galactic Black



Luxury Silver

– ENDS –

The Sony Ericsson W715 Walkman™ phone at a glance

	W715
Camera	3.2 Megapixel camera Up to 3.2x digital zoom Photo fix Photo light Video light Video recording Picture blogging PictBridge™ printing Video blogging
Location-based service	Vodafone Find&Go*** Geotagging of photos Google Maps™***
Music	Walkman™ player Vodafone Music Clear Stereo Clear Bass Album art TrackID™ Stereo Bluetooth™ (A2DP) Music tones (MP3/AAC) Shake Control SensMe™
Web	Access NetFront™ web browser Web feeds Photo feeds
Communication	Speakerphone Polyphonic ring tones Vibrating alert Video calling
Messaging	Email Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS) Instant messaging Microsoft® Exchange ActiveSync™ Chat view
Design	Navigation key Auto rotate Picture wallpaper Wallpaper animation
Entertainment	Media YouTube™ 3D games Motion gaming Java™ FM radio with RDS

	<p>Video streaming Video viewing</p>
Connectivity	<p>Bluetooth™ technology Modem Synchronisation USB mass storage USB support Wi-Fi DLNA certified</p>
Organiser	<p>Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer</p>
Accessories	<p>In-box:</p> <ul style="list-style-type: none"> ▪ W715 ▪ Battery ▪ Battery charger ▪ Memory Stick Micro™ (M2™) ▪ USB cable ▪ Stereo PHF ▪ Sony Ericsson PC Suite ▪ Media Manager ▪ User guide <p>Optional:</p> <p>Wireless Home Audio System MBS-900</p> <p>Stereo Bluetooth™ Headset HBH-DS205</p> <p>Noise Cancelling Headphones HPM-88</p>
Facts and Figures 1)2)	<p>Size: 95 x 47.5 x 14.3mm</p> <p>Weight: 98 grams</p> <p>Colours: Garnet Black and Luxury Silver</p> <p>Screen: 262,144 colour TFT Resolution: 240 x 320 pixels Size: 2.4 inches</p> <p>Phone memory: up to 120MB</p>

	<p>Talk time GSM/GPRS: up to 10 hrs Standby time GSM/GPRS: up to 400 hrs</p> <p>Talk time UMTS: up to 4 hours Standby time UMTS: up to 350 hours</p> <p>Video talk time: up to 3 hours</p> <p>Music listening time: up to 20 hours</p>
Availability and versions	<p>Networks:</p> <p>W715 GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSPA 900/2100</p> <p>Available in selected markets from Q1 2009</p>

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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.

* In a trial conducted in Germany by TESTfactory – an independent testing laboratory of Motor Presse Stuttgart, which is certified according to DIN EN ISO 9001 and is accredited in accordance with ISO / IEC 17025.

**Assumes eAAC+ encoded files

*** Available in selected markets only

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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

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