



Sony Ericsson

Press Release

Boost your sounds with the Sony Ericsson W395 Walkman™ phone

Sony Ericsson is bringing great music to the masses with the slick slider W395 Walkman™ phone, complete with large powerful built-in stereo speakers. Experience high sound quality and thumping bass that lets you share the concert experience with friends.

London – February 10, 2009 – Today's announcement sees Sony Ericsson putting youth at the forefront with the **W395**. Enjoy a full range of great music through special stereo speakers that boost your sounds or pump up the volume with the **HPM-64** stereo headset with stereo widening for a great sound experience.

The affordable **W395** also comes complete with dedicated control keys for managing your music, a 1GB memory card and an FM radio to keep users up to date with the latest tracks. Sony Ericsson favourite TrackID™ will help you find that elusive song, even if you're not sure of the name, while PlayNow™ provides a full range of mobile entertainment content downloadable from your handset – from unique themes and wallpapers to specially developed ring tones.

“Sony Ericsson takes pride in understanding the youth market, and the **W395** is a mobile phone that caters to all their needs with great music quality.” said Alexandre Cardon, Global product marketing manager (music) at Sony Ericsson. “Our most affordable Walkman slider phone to date allows users to share music with friends as well as video clips and photos for the ultimate entertainment experience.”

If music is not enough and photography is more your forte use the 2.0 megapixel camera for snapping shots and share them through your blog or via Bluetooth™ to friends.

The **W395 Walkman™**

Pump up the volume with the following features:

- Powerful built-in stereo speakers with high quality bass
- Stereo headset to turn your phone into a dedicated music player – be your own DJ
- True music machine with Walkman™ music player, TrackID™ and PlayNow™
- TrackID™ - find the tracks you love easily



- PlayNow™ - download a full range of mobile entertainment
- Crystal clear 2.0” display – view your photos in all their glory
- Motion gaming support.

The **W395 Walkman™** supports GSM/GPRS/EDGE 850/900/1800/1900. **W395 Walkman™** will be available in selected markets from Q1 in the colours Dusky Grey and Blush Titanium.

– ENDS –

The Sony Ericsson W395 Walkman™ at a glance

Camera	2.0 megapixel camera Up to 2.5x digital zoom Photo fix Picture blogging Video recording
Music	Walkman™ player Stereo speakers Album art Equaliser Stereo widening PlayNow™ TrackID™ Bluetooth™ stereo (A2DP) Music tones (MP3/AAC)
Web	Openwave™ Web browser
Communication	Speakerphone Polyphonic ringtones Vibrating alert
Messaging	Email Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)
Design	Picture wallpaper Wallpaper animation
Entertainment	3D games Motion gaming (support) Java FM radio with RDS Video streaming Video viewing
Connectivity	Bluetooth™ technology Modem USB mass storage USB support
Organizer	Alarm clock

	<p>Calculator Calendar Flight mode Phone book Stopwatch Tasks Timer</p>
Accessories	<p>In-Box:</p> <ul style="list-style-type: none"> ▪ W395 ▪ Battery ▪ Battery Charger ▪ 1GB Memory Stick Micro™ (M2™) ▪ USB cable ▪ Stereo portable handsfree ▪ HPM-64 Stereo headset ▪ User book
Facts and Figures 1)2)	<p>Size: 96 x 47 x 14.9 mm Weight: 96 grams</p> <p>Colours: Dusky Grey Blush Titanium</p> <p>Main screen: 262,144 colour TFT, scratch-resistant Resolution: 176 x 220 pixels Size: 2.0 inches</p> <p>Phone memory: Up to 10MB Memory card support: Memory Stick Micro™ (M2™)</p> <p>Talk time GSM/GPRS: Up to 8 hrs Standby time GSM/GPRS: Up to 480 hrs</p> <p>Music listening time: Up to 12 hrs 30 min</p>
Availability and versions	<p>Networks W395: GSM/GPRS/EDGE 850/900/1800/1900</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.

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Sony Ericsson is a top, global industry player with sales of around 97 million phones in 2008. 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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