



Sony Ericsson

Press Release

Take special pictures in style with the Sony Ericsson C903 Cyber-shot™

Seeing is believing with the C903 Cyber-shot™. The slick and stylish mobile phone has a unique sliding lens cover to make great photography as easy as one, two, three.

London – February 10, 2009 – The **C903 Cyber-shot™** is made for taking memorable pictures – just slide down the protective lens cover and shoot! The slim slider has dedicated camera keys and an impressive five megapixel camera to create big pictures with rich details and true colours.

Packed full of features the **C903 Cyber-shot™** will give you the best picture possible with Face Detection, finding up to three people in the frame at a time and Smile Shutter™ which automatically picks out beaming smiles. Snap up to nine images in quick succession using BestPic™, pick your best and delete the rest.

“The **C903 Cyber-shot™** adds a creative and stylish mobile phone to our mid-range segment.” said Daniel Sandblom Global Business Marketing Manager at Sony Ericsson. “The **C903 Cyber-shot™** furthers Sony Ericsson’s digital camera heritage and makes capturing special images even more memorable.”



Show off your images with the crystal clear, auto rotating 2.4” display, send them to your blog or connect to your TV screen using the TV-out function and get up close and personal.

The **C903 Cyber-shot™** also comes complete with aGPS – never lose track of where you took an image or where you are – simply tag your photos to a location or use the feature to find your way home or to the pub.

The **C903 Cyber-shot™**

Made for taking memorable pictures

- Snap really clear, big pictures with auto focus and the five megapixel camera
- Turn your subjects into stars with Smile Shutter™ and face detection
- View images on the big screen using TV-Out cable
- Tag a place-name to your memories or stay on track with aGPS

The **C903 Cyber-shot™** supports GSM/GPRS/EDGE 850/900/1800/1900 and UMTS/HSPA 900/2100. **C903 Cyber-shot™** will be available in selected markets from Q2 in the colours Lacquer Black, Techno White and Glamour Red.

– ENDS –

The Sony Ericsson C903 Cyber-shot™ at a glance

Camera	5.0 megapixel camera Up to 16x digital zoom Photo fix Picture blogging Video blogging Auto focus Smile Shutter™ Face detection BestPic™ Photo flash Video recording Image and Video stabilizer Snapfish™
Music	Media player Album art PlayNow™ TrackID™ Mega Bass™ Album art Bluetooth™ stereo (A2DP) Music tones (MP3/AAC)
Web	Access NetFront™ Web browser Web feeds Photo feeds Picasa™
Communication	Speakerphone Polyphonic ringtones Vibrating alert Video call
Messaging	Email Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS) Exchange ActiveSync Chat View (TBC) Instant messaging
Design	Picture wallpaper Wallpaper animation

	Auto rotate
Entertainment	3D games Motion gaming Java FM radio with RDS Video streaming Video viewing Media YouTube™ Walk Mate Tracker TV-out
Connectivity	Bluetooth™ technology Modem USB mass storage USB support Synchronization PictBridge
Organizer	Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer
Location-based services	Geo tagging of photos Google Maps™ aGPS Wayfinder Navigator™ (3-month trial version)
Accessories	In-Box: <ul style="list-style-type: none"> ▪ C903 ▪ Battery ▪ Battery Charger ▪ Stereo portable handsfree ▪ User guide (e-manual on the phone)
Facts and Figures 1)2)	Size: 97 x 49 x 16 mm Weight: 96 grams Colours: Laquer Black Techno White Glamour Red Main screen: 262,144 colour TFT,

	scratch-resistant Resolution: 240 x 320 pixels Size: 2.4 inches Phone memory: Up to 105MB Memory card support: Memory Stick Micro™ (M2™) Talk time GSM/GPRS: Up to 10 hrs Standby time GSM/GPRS: Up to 400 hrs
Availability and versions	Networks C903: GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSPA 900/2100 C903a: GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSPA 850/1900/2100 Available in selected markets from Q2 2009.

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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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