



Sony Ericsson

Press Release

Accessorise your life with music and Sony Ericsson's first outdoor Bluetooth™ speaker.

Listen to your favourite sounds while on the move with the trendy Outdoor Wireless Speaker MS500. A first for Sony Ericsson, the colourful and powerful Bluetooth™ speaker gives you a festival experience wherever you are or want to go!

London, March 17, 2009 – Whether hanging out on a beach or enjoying urban life, the superior sound quality and cool design of the **MS500** will impress all your friends.

Available in trendy orange and black or chic white and pink the **MS500** speaker is the ultimate accessory for any dedicated pop rocker or dancing queen - small enough to fit into the palm of a hand and so light it can be taken anywhere and everywhere.

The **MS500** speaker is designed for the outdoor environment with a durable splash proof shell and a handy strap which makes it perfect for attaching to a bag, or hanging from the wrist. This makes it an ideal outdoor accessory for everyday use and ensures your music will still be heard loud and proud.



The **Bluetooth™** technology enables your phone to be used as a remote control to change tracks and increase volume, allowing you to just sit back and relax with music without the need to move. Simply connect the speaker to any mobile handset within a 10 metre range and in just seconds hear your favourite songs blast out, with clear treble and rich bass.

Additionally you don't have to deal with the hassle of wires or the need of a charger as it's powered by two AA batteries, which allows you to immerse yourself in music for up to five hours!

The Outdoor Wireless Speaker **MS500** is compatible with most **Bluetooth™** phones from Sony Ericsson and other brands.

The designer of the **MS500** Wireless Outdoor Speaker, Leonardo Salzedo comments: "If I had to describe the **MS500** speaker in three words, I would use the following; fun, compact and freedom. The word freedom has various meanings, as it refers to the speaker's lightweight, small, splash proof shell, which enables you to take it with

you everywhere and anywhere. No cables allow freedom of movement and a handy strap enables you to hang it from the wrist or attach it to clothing, so you have the ability to stylishly accessorise your life with music."

For further information visit

<http://www.sonyericsson.com/cws/products/accessories/overview/ms500?lc=en&cc=gb>

– ENDS –

The Sony Ericsson MS500 speaker at a glance

Design	Colours: Black and orange (carbine hook) and White and Pink (white strap) Materials: coloured plastic Size: 113 x 83 x 45mm Weight: 155g with batteries/ 105g without batteries (2 AA batteries are included in the package)
Technology	Steaming music: Up to 5hrs Efficiency: 2 watts DSP for audio enhancement Bluetooth™ version: 2.1 + EDR Bluetooth™ profile: A2DP, AVRCP Bluetooth™ profile: 10m
Compatibility	Most Bluetooth™ phones from SMC and with A2DP, plus other brands

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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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