



Sony Ericsson

Press Release

Capture daily moments the easy way with the Sony Ericsson S312

Be one click away from recording life's special moments – all it takes is a sharp eye and a click on the dedicated video camera key.

London – April 7, 2009 – Record videos in an instant on the Sony Ericsson **S312**. From spotting a celebrity on the street, to your friend's dancing in a club, the **S312** allows you to capture these moments in two quick and easy steps.

Want to highlight the moment with a picture instead? The two megapixel camera can be used horizontally and with the help of the illuminated imaging shortcuts on the keypad you can change the settings and get the shot you want quicker. Not quite what you were after? Use the integrated Photo fix function to get the best picture quality in one step – picture taking has never been this easy!

“Capture life's spontaneous moments the easy way with the **S312** and its instant video recording.” said Quentin Cordier, Marketing business manager at Sony Ericsson. “The **S312** also allows you to get organised and keep track of your hectic lifestyle by ensuring that you never miss another birthday or appointment again – store all your important dates, add reminders – then sit back and relax.”

Sharing your pictures with friends is easier than ever before. Showcase them on the **S312**'s two inch screen or forward to another mobile phone via **Bluetooth™**. Share your pictures on the web with just a few clicks using picture blogging. Whatever the occasion post photos straight from the phone with just a few clicks – and don't forget to send the web address to others to check out your photography skills.

Take the hassle out of capturing daily moments:

- Dedicated video camera key – just one click away from recording your best moments
- Two megapixel camera – can be used horizontally to take picture perfect stills
- Illuminated imaging shortcuts – take great shots with ease
- Photo fix – enhance the picture quality and share with family and friends
- Picture blogging – upload your images to the web with just a few clicks
- Get organised – calendar, alarm and 1000 contact phone book



Want the perfect accessory to match the **S312**? Try the new Sony Ericsson Clip-on **Bluetooth™ Handsfree VH300** – an easy to use headset with rich sound. The stylish handsfree features one-touch call handling, handy volume control and an ultra discreet reversible clip-on which will match any outfit. Just clip it onto your clothing and wear its wired ear piece around your neck – and off you go. You’ll never notice this innovative Bluetooth™ handsfree – until you take or make a call.



Clip-on Bluetooth™ Handsfree VH300

- One touch call handling
- Ultra discreet reversible clip-on
- Handy volume control
- Smart wearing solution – perfect if you wear glasses
- Talk and stand-by time 10h/250h

The **S312** supports GSM/GPRS/EDGE/900/1800 and will be available in selected markets from Q2 in the colours Dawn Blue and Honey Silver. The **Clip-on Bluetooth™ Handsfree VH300** will be available on selected markets from Q3 2009.

– ENDS –

The Sony Ericsson S312 at a glance

Camera	2.0 megapixel camera Up to 2.5x digital zoom Dedicated video camera key Illuminated camera shortcuts Photo fix Picture blogging Video recording Photo light Video light PictBridge printing
Music	Media player Equaliser Stereo widening PlayNow™ TrackID™ Bluetooth™ stereo (A2DP) Music tones (MP3/AAC)
Web	Openwave™
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 Java FM radio with RDS Video viewing
Organizer	Alarm clock Calculator Calendar Phone book Stopwatch Tasks Timer
Connectivity	Bluetooth™ technology Modem USB mass storage USB support
Accessories	In-Box: <ul style="list-style-type: none"> ▪ S312 ▪ Battery ▪ Battery Charger ▪ User book
Facts and Figures 1)2)	Size: 100 x 46 x 12.5 mm Weight: 80 grams Colours: Dawn Blue Honey Silver Main screen: 262,144 colour TFT, scratch-resistant Resolution: 176 x 220 pixels Size: 2.0 inches Phone memory: Up to 15MB Memory card support: Memory Stick Micro™ (M2™) Talk time GSM/GPRS/EDGE: Up to 8 hrs Standby time GSM/GPRS/EDGE: Up to 400 hrs
Availability and versions	Networks S312: GSM/GPRS/EDGE/900/1800 Available in selected markets

	from Q2 2009.
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The Sony Ericsson Clip-on Bluetooth™ Handsfree VH300 at a glance

Design	Colours: Stellar Silver Argentum Black Materials: Plastic Size: 48.5x18.0x18.5mm Weight: 20g
Technology	Talk/Standby time: 10/250h Bluetooth™ version: 2.0+EDR Bluetooth™ range: 10m Bluetooth™ simple pairing: yes
Compatibility	Most Bluetooth™ phones from SEMC and other brands
Availability	Available in selected markets from Q3 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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