



Sony Ericsson

Press Release

More music and more fun with your first Walkman™ phone

Bring your beat to the street with the new Sony Ericsson W205 Walkman™. The W205 makes the Walkman™ phone experience more accessible to consumers and is perfect for those who want all the classic Sony Ericsson mobile phone features while enjoying music on the go!

London – April 7, 2009 – Get the most out of your best music and favourite radio channels with Walkman™ player, FM radio and TrackID™ music recognition. The slider mobile phone comes with a complete package of entertainment features and the power to set up playlists to ensure you have the right music no matter the occasion. Share your tunes with friends via the speaker phone function – if you love your music they will too.

Need a change? Tune into the FM radio to listen to the latest news, music, sport commentary and talk shows. Heard something you like? Use TrackID™ to name that tune and artist, and you can even record a sample of a song from the radio to use as your new ringtone.

“The **W205** is perfect for those who love portable music but have never had the Walkman™ phone experience.” said Timo Maassmann, Marketing business manager at Sony Ericsson. “The **W205** is a stylish slider phone allowing you to enjoy your music wherever you are – whether it’s on the bus, at college or chilling in the park. You can also share more than music with the 1.3 megapixel camera. Capture the action in stills or video and send them to friends via MMS or via **Bluetooth™**. The multiple phonebook function is an added bonus - share your phone with your family but keep your contacts separate from theirs.”

The W205 Walkman™

Fill it with pop and make it rock with the following features:

- Enjoy your music with the Walkman™ experience
- FM radio – catch up with the latest news and views
- TrackID™ - name that tune at a press of a button
- 1.3 megapixel camera – capture your favourite moments on film
- **Bluetooth™** - share your favourite songs, pictures and video clips, or connect to a wireless headset
- Multiple phone books – keep your contacts in order if someone needs to borrow your phone



If you want to hear your music even louder than the Sony Ericsson **MS410 Snap-on Speaker Stand** is the accessory for you. Don't let its size fool you – the speaker features amazing stereo sound, and is the perfect little companion for the **W205**. Attending a party? Become the centre of attention with the **MS410** when showing your favourite music videos in surprisingly good sound.



MS410 Snap-on Speaker Stand

- Offers compact convenience
- Integrated FM radio antenna
- Features a video and music stand
- Unique sliding mechanism to fit all Walkman™ phones

The **W205 Walkman™** supports GSM/GPRS/900/1800 and **W205a** supports GSM/GPRS 850/1900. **W205 Walkman™** will be available in selected markets from Q3 in the colour Ambient Black. The **MS410 Snap-on Speaker Stand** will be available in selected markets from Q2 2009.

– ENDS –

The Sony Ericsson W205 Walkman™ at a glance

Camera	1.3 megapixel camera Up to 2.2x digital zoom Video recording
Music	Walkman™ player Album art Playlists Shuffle mode Loop mode TrackID™ Music tones (MP3/AAC)
Web	Opera Mini Web browser WAP 2.0XHTML
Communication	Speakerphone Polyphonic ringtones Vibrating alert
Messaging	Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)
Design	Picture wallpaper

	Wallpaper animation Torch functionality
Entertainment	Games Java FM radio with RDS Radio recording Video viewing
Organizer	Alarm clock Calculator Calendar Notes Multiple phone books Stopwatch Tasks Timer
Connectivity	Bluetooth™ technology USB mass storage
Accessories	In-Box: <ul style="list-style-type: none"> ▪ W205 ▪ Battery ▪ Battery Charger ▪ Stereo portable handsfree ▪ User book
Facts and Figures 1)2)	Size: 92 x 47 x 16.4 mm Weight: 96 grams Colours: Ambient Black Main screen: 65,536 colour TFT, Resolution: 128 x 160 pixels Size: 1.8 inches Phone memory: Up to 5MB Memory card support: Memory Stick Micro™ (M2™) up to 2GB Talk time GSM/GPRS: Up to 9 hrs Standby time GSM/GPRS: Up to 425 hrs Music listening time: Up to 13hrs 30 min
Availability and versions	Networks W205: GSM/GPRS/900/1800

	W205a: GSM/GPRS/850/1900 Available in selected markets from Q3 2009.
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The Sony Ericsson Snap-on Speaker Stand MS410 at a glance

Design	Colours: Black Materials: Coloured plastic Size: 110x26x40mm Weight: 55.9g
Availability	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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