

## Press Release

# Enjoy the Freedom to Design Mobile Themes with Themes Creator 4.0

**Personalize your phone screen to match your mood, style or interests in a snap. Experience a simple and exciting way to design your 'mobile desktop' with Sony Ericsson's Themes Creator 4.0.**

**Lund, Sweden – 7th May 2009** – Sony Ericsson's Themes Creator 4.0 brings unique personalisation options to consumers' fingertips. Packed with engaging features, the latest version of Themes Creator invites you to design your ideal 'signature style' right on your mobile desktop.

Available as a free download, the simple three-step wizard gives you instant access to an easy-to-use editing suite. For those who want to experiment with wild splashes of colour, the integration of Adobe® Kuler™ gives you the freedom to play with a wide range of colours.

Themes Creator also allows you to choose dynamic and intuitive animations based on Adobe Flash® technology that vary according to the time of day, alter their appearance according to the seasons, or even change colour to signal when you're running out of battery power.

"With Themes Creator 4.0, you can use your phone as an extension of your personal style," said Christopher David, Head of Developer and Partner Engagement at Sony Ericsson. "It's designed to enable you to make eye-catching themes that you can show off to your friends. You can now treat your 'mobile desktop' as a place to experiment and show your creative flair!"

### **To design your mobile desktop, follow the three-step wizard**

- Step 1: Select colour scheme using automatic colour combinations, colour wheel tool or import saved colour palettes
- Step 2: Import any background image or animation for standby wallpaper, desktop and navigation screens
- Step 3: Select style using pre-defined shapes and screen areas

More information on Themes Creator 4.0 is available at:  
<http://www.sonyericsson.com/themescreator/>

More information on Adobe Kuler is available at: <http://kuler.adobe.com>.

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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.*

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