



## Press Release

# Sound and vision set free with the Sony Ericsson Aino

Keep up to date with the latest videos and music on Aino. Media Go™ helps you transfer, play and organise all your music, photos, videos and podcasts from your PC simply and effortlessly to enjoy directly on Aino via Wi-Fi™. No more wires, no more searching – always the latest fun.

London, UK – May 28, 2009 – Sony Ericsson today showcases Aino. Get the best of two worlds with the keypad combined with an intuitive touch UI in media mode. An intuitive media browser gives users a clear overview and one touch direct access to their content.

Control your PLAYSTATION®3 and access its media content on your Aino anywhere, anytime using Remote Play with PLAYSTATION®3. Remote Play with PLAYSTATION®3, initially developed for PSP, enables users to control and access media content on PLAYSTATION®3 from their phone. This can be done via a local network between PLAYSTATION®3 and Aino in your home or via the internet from anywhere in the world. For TV lovers in Italy, France, Spain, Germany and in the UK users can also enjoy the PlayTV™ service on PLAYSTATION®3 via the Aino. Watch, pause and record live TV from a huge range of free channels via Aino on the go.



Aino also introduces Media Home, an application that pulls media content from Media Go™ on your PC over Wi-Fi™ to your phone automatically. Users just insert their Aino into its charging stand and it automatically synchronizes with all the latest media content on their PC. You are always ready to go with the latest content on your phone.

“Sony Ericsson has established itself as THE Communication Entertainment brand and Aino highlights our commitment to bringing the latest communication technology to the market in fun and innovative ways for consumers to enjoy,” said Alexandre Cardon, Market Business Manager at Sony Ericsson. “Media Home and Remote Play with PLAYSTATION®3 are key steps in broadening the entertainment experiences users can enjoy on their Sony Ericsson phone and gives a taste of our vision of the future.”

Watch movies on the crystal clear 3 inch screen and listen to music in superb quality and with increased freedom - thanks to the stylish Wireless Stereo Headphone MH100 and

matching Charging Stand EC100 included with Aino. This powerful phone offers a full range of exciting features to support the entertainment experiences on the phones such as; an 8.1 megapixel camera, Photo flash and Clear audio experience.

## Aino

Sound and vision set free

- The best of both worlds: traditional keypad and touch UI in media mode
- Media Home and Media Go™ - simple to take your content with you
- Remote Play with PLAYSTATION®3 – control and access your PLAYSTATION®3 media content from your mobile phone
- 3 inch 16 million colour screen – surf the web in widescreen
- Clear audio experience – listen to music in superb quality
- Design matched Wireless Stereo Headphone MH100 and Charging Stand EC100

Aino supports GSM/GPRS/EDGE 850/900/1800/1900 and UMTS/HSPA 850/1900/2100.

**Aino** will be available in selected markets from early Q4 in the colours Obsidian Black and Luminous White.

- ENDS -

### The Sony Ericsson Aino at a glance

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<b>Camera</b>	8.1 megapixel camera Up to 16x digital zoom Photo fix Photo flash Video recording Auto focus Face detection Image and video stabilizer BestPic™ Geo tagging Photo feeds Photo light Red-eye reduction Send to web Smart contrast Touch focus
<b>Music</b>	Album art Bluetooth™ stereo (A2DP) Clear Bass Clear Stereo Touchscreen media player Music tones (MP3/AAC) PlayNow™ SensMe™ Stereo speakers

<b>Web</b>	Access NetFront™ Web browser Bookmarks Google™ search (from standby) Web feeds
<b>Communication</b>	Speakerphone Polyphonic ringtones Vibrating alert Video calling (main camera)
<b>Messaging</b>	Conversations Email Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS) Instant messaging Microsoft® Exchange ActiveSync™
<b>Design</b>	Auto rotate Picture wallpaper Wallpaper animation
<b>Entertainment</b>	Facebook 3D games FM radio with RDS Java Motion gaming Remote Play for PLAYSTATION®3 Tracker Video streaming Video viewing Walk mate YouTube™
<b>Connectivity</b>	A-GPS <b>Bluetooth™</b> technology DLNA Certified™ Google Maps™ Modem PictBridge Synchronisation USB mass storage USB support Wi-Fi™
<b>Organizer</b>	Alarm clock Calculator Calendar Flight mode Notes Phone book

	Stopwatch Tasks Timer
<b>Accessories</b>	<p>In-Box:</p> <ul style="list-style-type: none"> <li>▪ Aino</li> <li>▪ Battery</li> <li>▪ Battery charger</li> <li>▪ SanDisk microSD™ 8GB</li> <li>▪ Colour-matched Wireless Stereo Headphone MH100</li> <li>▪ Design-matched Charging Stand EC100</li> <li>▪ User guide</li> </ul> <p>Optional:</p> <p>Wireless Stereo Speakers <b>MBS-400</b></p> <p>Snap-on Speaker Stand <b>MS410</b></p> <p>Digital Photo Frame <b>IDP-100</b></p>
<b>Facts and Figures 1)2)</b>	<p>Size: 104 x 50x15.5 mm</p> <p>Weight: 134 grams</p> <p>Colours: Obsidian Black, Luminous White</p> <p>Main screen: 16,777,216 True Colour TFT Resolution: 240 x 432 pixels Size: 3 inches</p> <p>Phone memory: Up to 55MB Memory card support: SanDisk microSD™</p> <p>Talk time GSM: Up to 13 hrs Standby time GSM: Up to 380 hrs</p> <p>Talk time UMTS: Up to 4.5 hours Standby time UMTS: Up to 367 hours</p> <p>Video talk time: Up to 1 hour 40 mins</p> <p>Music listening time: Up to 31</p>

	hours
<b>Availability and versions</b>	<p>Networks:</p> <p>Aino GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSPA 850/900/2100</p> <p>Available in selected markets from early Q4 2009.</p>

#### Legal

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 color 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](http://www.sonyericsson.com).*

**FOR MEDIA INFORMATION PLEASE CONTACT:**  
**Sony Ericsson Global Communications & PR**

**Mattias Holm:** +44 208 762 6065  
General Press: +44 208 762 5858  
E-mail: [press.global@SonyEricsson.com](mailto:press.global@SonyEricsson.com)  
Product images: [www.sonyericsson.com/press](http://www.sonyericsson.com/press)