



Press Release

Twist, tilt, turn, smash - gesture gaming is here with the Sony Ericsson Yari

Challenge your friends to the newest invention in mobile phone gaming. Yari debuts Gesture gaming – forget about pushing buttons, with Gesture gaming you make the moves in front of the screen to get right in the middle of the action!

London, UK – May 28, 2009 – Today Sony Ericsson launches Yari the ultimate phone for mobile fun, whether it's gaming you're after or multimedia action. Nothing to hold, nothing to twist – except your body - gesture gaming technology gives users a unique gaming experience no matter where they are. With a variety of games to choose from, whether you want to keep fit and stay in shape or just want to beat your best score at tennis or boxing, Yari brings you fun wherever you are.

And with Yari there's always a new game to play. In addition to gesture games, there is a mix of pre loaded motion and standard games. Yari introduces a games carousel that allows you to access all your games from your desktop and to browse downloadable content on PlayNow™ arena. You can view content by category and choose to browse free or premium content – so no matter your preferences there's one to suit you.



“Yari is the industry's first mobile phone with gesture gaming outside of the Japanese market,” said Catherine Cherry, Market Business Manager at Sony Ericsson. “It's time to move like you've never moved on a mobile phone before! With Gesture gaming you move your body to play instead of pressing buttons on the phone, giving you a fun experience that even helps you keep fit. If you've exhausted yourself with the games there are loads of other multimedia features to enjoy. Snap your friends with the five megapixel camera or chill out to your favourite tunes with the state-of-the art music player”.

Yari

Twist, tilt, turn, smash – gesture gaming is here

- Gesture and motion gaming for action on and off the screen
- A/B buttons – gaming shortcut keys
- Gaming carousel gives direct access to your games from the desktop
- State-of-the art music player and stereo speakers for easy listening
- Music call - one button press to share your favourite tracks while you talk
- 5.0 mega pixel camera – easily upload images to your web album
- Send your location by SMS

To enhance your gaming experience Yari comes complete with the **EC500** phone stand. The phone stand is small and portable and comes with an integrated keyring which makes it easy to carry thereby ensuring that you never miss an opportunity to play to your heart's content. To pump up the volume while on the move use the Outdoor Wireless Speaker **MS500** – small enough to fit in the palm of your hand, and so light it can be taken anywhere and everywhere.

Yari supports GSM/GPRS/EDGE 850/900/1800/1900 and UMTS/HSDPA 900/2100. **Yari** will be available in selected markets from early Q4 in the colours Achromatic Black and Cranberry White.

- ENDS -

The Sony Ericsson Yari at a glance

Camera	5.0 megapixel camera Up to 4x digital zoom Auto focus Face detection Geo tagging Photo feeds Photo fix Photo light Send to web Smile detection Video light Video recording
Music	Album art Bluetooth™ stereo (A2DP) Music player Mega Bass™ Music tones (MP3/AAC) PlayNow™ SensMe™ Shake control Stereo speakers TrackID™
Web	Access NetFront™ Web browser Bookmarks Google™ search (from standby) Web feeds
Communication	Call list Polyphonic ringtones Speakerphone Vibrating alert Video calling

Messaging	<p>Conversations Email Exchange ActiveSync® Instant messaging Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)</p>
Design	<p>Auto rotate Torch functionality Media Picture wallpaper Wallpaper animation</p>
Entertainment	<p>3D games Dedicated gaming keys FM radio with RDS Java Gesture gaming Motion gaming Music call Tracker Video streaming Video viewing Walk mate YouTube™</p>
Connectivity	<p>A-GPS Bluetooth™ technology DNLA Certified™ Google Maps™ Modem PictBridge Synchronisation USB mass storage USB support</p>
Organizer	<p>Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer</p>
Accessories	<p>In-Box:</p> <ul style="list-style-type: none"> ▪ Yari ▪ Battery ▪ Battery Charger ▪ 1GB Micro SD card

	<ul style="list-style-type: none"> ▪ USB cable ▪ User guide ▪ EC500 phone stand ▪ MH300 head set
Facts and Figures	<p>Size: 100 x 48 x 15.7 mm</p> <p>Weight: 115 grams</p> <p>Colours: Achromatic Black, Cranberry White</p> <p>Main screen: 262,144 colour TFT Resolution: 240 x 320 pixels (QVGA) Size: 2.4 inches</p> <p>Phone memory: Up to 60MB Memory card support: SanDisk microSD™</p> <p>Talk time GSM/GPRS: Up to 10 hrs Standby time GSM/GPRS: Up to 450 hrs</p> <p>Talk time UMTS: Up to 4.5hrs Standby time UMTS: Up to 450hrs</p>
Availability and versions	<p>Networks:</p> <p>Yari GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSUPA 900/2100</p> <p>Yari(a) GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSUPA 850/1900/2100</p> <p>Available in selected markets from early Q4 2009.</p>

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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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