



Sony Ericsson

Press Release

The Sony Ericsson T715 - a sophisticated slider phone that fits your lifestyle

The Sony Ericsson T715 allows consumers to stay connected without any compromise on communication features or design. An ultra compact slider mobile phone, the T715 still offers a large keypad and font size allowing you to get the most out of your SMS, MMS or email management.

London – June 25, 2009 – Keep yourself organised in an intuitive way with the T715's smart desktop feature, direct reminders of appointments, notes and special animation to remind you of birthdays and global events. Messaging is quick and easy with the ability to review the history of your conversation as you go along.

Need to access the internet? The turbo 3G network connection allows stress-free fast browsing and the large 2.2" screen shows off websites in all their glory – even in direct sunlight! The T715 comes complete with Google Maps™ including local search and directions and AccuWeather.com® - giving you access to three day weather forecasts so you'll never be caught short without an umbrella or your sunglasses.

At the size of a credit card and with a high-class finish, the T715 adds a touch of sophistication to your life. Whip it out and snap high quality pictures even in a dark environment with the 3.2 megapixel camera with Photo light.

The sophisticated Sony Ericsson design means the T715 will look at home wherever you are, whether it's at an important business meeting or if you are joining your friends for lunch.

"The T715 is a sophisticated slider mobile phone that fits a busy lifestyle and is perfect for those who are looking for a phone with practical and up-to-date features" said Quentin Cordier, Marketing Business Manager at Sony Ericsson. "Building on our current 3G portfolio, the T715 allows us to bring 3G mobile phones to even more markets giving them high speed internet access wherever they are. With a premium brushed aluminium cover and glossy front, this new mobile phone demonstrates the sophisticated design language consumers have come to expect from Sony Ericsson."

The Sony Ericsson T715

Practical design for best use of communication features:

- Elegant and compact slider – looks sophisticated no matter what the setting
- Large keypad and font size – get the most out of your SMS or email management
- 3G network connection – quick and easy internet browsing
- Large 2.2" screen – even in direct sunlight
- Smart desktop and birthday reminders – organise your life in an intuitive way

- 3.2 megapixel camera with Photo light – perfect pictures no matter what the lighting conditions

Also announced today is the Bluetooth™ Headset **VH310** – made to fit everyone. The **VH310** gives you handsfree freedom with no wires, no worries and weighing only 10 grams. The **VH310** lasts for more than 20 days on one charge.

Bluetooth Headset VH310

Designed for comfort – made to fit

- The perfect fit - three earpieces and two removable ear hooks
- All day comfort – weighs only 10 grams!
- Talk, talk, talk – more than 20 days of life on one charge

The **T715** supports HSPA 2100 and GSM/GPRS/EDGE 850/900/1800/1900 and the **T715a** supports HSPA 850/1900/2100 and GSM/GPRS/EDGE 850/900/1800/1900. The **T715** will be available in selected markets in the colours Galaxy Silver and Rouge Pink in the third quarter 2009.

– ENDS –

The Sony Ericsson T715 phone at a glance

Camera	3.2 megapixel camera Up to 3.2x digital zoom Photo fix Send to web Video recording
Music	Album art Bluetooth™ stereo (A2DP) Media player MEGA BASS™ Music tones (MP3/AAC) PlayNow™ TrackID™
Web	Access NetFront™ web browser Bookmarks Goggle™ search (from standby) Photo feeds Web feeds
Communication	Speakerphone Vibrating alert Video calling (main camera)
Messaging	Conversations Microsoft Exchange ActiveSync® Instant messaging

	Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)
Design	Media Picture wallpaper Torch functionality Wallpaper animation
Entertainment	3D Games FM radio with RDS Java Video streaming Video viewing YouTube™
Organizer	Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer
Location-based services	Geo tagging of photos (cell-id) Google Maps™
Connectivity	Bluetooth™ technology Modem PictBridge printing Synchronization USB mass storage USB support
Accessories	In-Box: <ul style="list-style-type: none"> ▪ T715 ▪ Battery ▪ Battery Charger ▪ Stereo portable handsfree ▪ User book Optional accessories: <ul style="list-style-type: none"> ▪ Clip-on Bluetooth™ Handsfree VH300 ▪ Power Pack CPP-100 ▪ Design collection IDC-31 Courtside Case
Facts and Figures 1)2)	Size: 91.5 x 48 x 14.9 mm Weight: 96.5 grams Colours: Galaxy Silver (piano finish), Rouge Pink (mirror finish)

	<p>Main screen: 262,144 colour TFT, Resolution: 240 x 320 pixels (QVGA) Size: 2.2 inches</p> <p>Phone memory: Up to 90MB Memory card support: SanDisk microSD™</p> <p>Talk time GSM/GPRS: Up to 10 hrs Standby time GSM/GPRS: Up to 400 hrs</p> <p>Talk time UMTS: Up to 4 hrs Standby time UMTS: Up to 350 hrs</p> <p>Video call time: Up to 3hrs</p>
Availability and versions	<p>Networks</p> <p>T715: GSM/GPRS/EDGE/850/900/1800/1900 UMTS HSPA/2100</p> <p>T715a: GSM/GPRS/EDGE/850/900/1800/1900 UMTS HSPA 850/1900/2100</p> <p>The T715 will be available in selected markets in the third quarter 2009</p>

The Sony Ericsson Bluetooth™ Headset VH310 at a glance

Materials	Plastic
Standby/talktime	Up to 500hrs/11hrs
Size	48x11.5x17.4
Weight	10g
Colour	Silver, Black
Compatibility	Most Bluetooth™ phones from SEMC and other brands
In the box	3 ear pieces and 2 removable hooks

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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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