



Aino™

Aino™

5 secs Sell it in 5 seconds

Transfer media from your PC wirelessly, and access your PlayStation®3 wherever you go.

Media Home and Media Go

Get the latest podcast, music, photos and videos from your PC to the phone automatically via Wi-Fi™

Remote Play with PlayStation®3

Access and control your PlayStation®3 media content anywhere, anytime using Remote Play

A complete style package

Designed for a contemporary lifestyle with a beautiful design, matching desk stand charger and Bluetooth® headset

Intuitive touch screen and keypad

A truly intuitive way to navigate and access the phone features

PlayNow™

Download a world of music, games and applications to your phone or PC



30 secs Sell it in 30 seconds

If you love bringing all the latest entertainment with you, the Sony Ericsson Aino™ is for you. With Media Home and Media Go, the latest media on your PC is automatically transferred to your phone. If that is not enough, the Aino™ offers a unique multimedia experience for all PlayStation®3 fans – seamlessly access and control your PlayStation®3 media content anywhere, anytime.

Why it's so good

- Media Go and Media Home lets you access and manage all your entertainment on your PC and the Aino™, and navigate through them easily with the intuitive touchscreen. The desk stand charger also synchronises your media content between your PC and the phone, and transfers it wirelessly
- Have something you want to share on your PlayStation®3? With Remote Play, you can control and access your media content from anywhere in the world through 3G or Wi-Fi™
- Download even more exciting entertainment from PlayNow™ arena in no time at all – thanks to HSDPA
- 8.1 megapixel camera with touch focus gives you an entertaining way to capture those moments

Sony Ericsson
make.believe



How they compare

Quick glance

Dimensions: 104 x 50 x 15.5mm

Weight: 134g

Display: 3" touchscreen 16M TFT display, 432 x 240 pixels

Imaging: 8.1 megapixel camera with up to 16x digital zoom, touch focus, Face detection, Geo-tagging

Memory: Up to 55MB internal memory, with 8GB microSD™ card

Connectivity: 3G, HSDPA, HSUPA, Wi-Fi™, DLNA, aGPS

Applications: Remote Play with PlayStation®3, touchscreen media player, motion gaming, FM radio with RDS, SensMe™, Shake control, TrackID™, Google™ search, YouTube™, Facebook™ application, Google Maps™, Conversation (threaded view) SMS

Aino™	Samsung S8300 Tocco Ultra	LG KM900 Arena	Samsung M8800 Pixon
104 x 49.9 x 15.6mm	110 x 51.5 x 12.7mm	105.9 x 55.3 x 12mm	108 x 54.6 x 13.8mm
3G talk time up to 4hrs 30 mins	3G talk time up to 4hrs	3G talk time up to 3hrs 50mins	3G talk time up to 4hrs
8.1 megapixel camera with touch focus	8 megapixel camera with auto focus	5 megapixel camera with auto focus	8 megapixel camera with auto focus
HSUPA	HSDPA	HSDPA	HSDPA
Wi-Fi™ and DLNA	N/A	Wi-Fi™	N/A



Demonstrate it

Remote Play

1. Tell the customer how the Aino™ can remotely control the PlayStation®3.
2. Demonstrate (if possible)/Inform them how to turn on the PlayStation®3 from anywhere via Wi-Fi™.
3. Let the customer know that they can browse their PlayStation®3, sign in to the PlayStation®Network, message PSN friends and even purchase items from the PSN Store.

Media Home

1. Show the customer how to access Media Home on the phone.
2. Inform the customer that Media Home automatically checks and synchronises media files from the PC to the phone.
3. Demonstrate how the customer can subscribe to and download podcasts.



Accessorise it



Snap-on Speaker Stand MS410

Simply snap the Aino™ phone on the stand and you're ready to rock.



Digital Photo Frame IDP-100

Share your latest photos by wirelessly streaming it to the photo frame.

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