



C510

C510 Cyber-shot™ phone

Capture every smile perfectly with this fun Cyber-shot™ phone!

Smile Shutter™ and Face detection

Takes a shot automatically when you smile & captures every expression perfectly

AM/FM Radio and MP3 music playback

Never be bored again, with your favourite tracks on your phone

3.2 megapixel camera with auto focus and Active lens cover

Slide to activate camera mode and take perfect pictures everytime

Photo fix, Photo and Video light

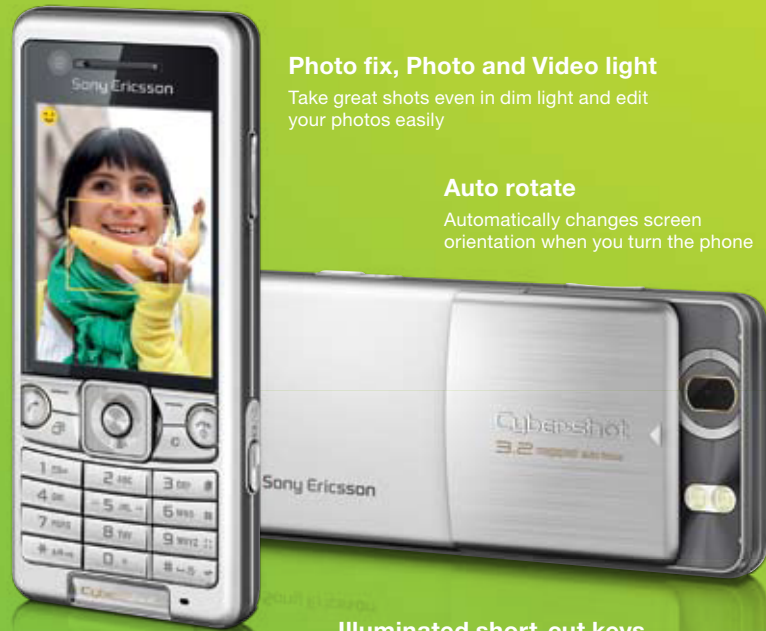
Take great shots even in dim light and edit your photos easily

Auto rotate

Automatically changes screen orientation when you turn the phone

Illuminated short-cut keys

Gives you quick and easy access to the camera features – even in the dark



30 SECS

Sell it in 30 seconds

Get endless hours of fun with the C510 that automatically takes a shot when you smile – thanks to Smile Shutter™ and Face detection. And with 3.2 megapixels, auto focus and Active lens cover, you'll now be able to capture spontaneous moments easily.

60 SECS

Sell it in 60 seconds

Smile Shutter™ – A unique feature that automatically takes a shot when it detects a smile

Face detection – Detects and focusses on faces so every expression is captured in perfect clarity

Active lens cover – Protects your lens cover and one slide is all it takes to activate camera mode

Compact design – A small form factor with a scratch resistant 2.2" mineral glass display

Auto rotate – Turn your phone and the screen automatically rotates to display in landscape or portrait orientation

AM/FM Radio and MP3 music playback – Get the latest news on the go or listen in to your favourite tracks wherever you are

Photo fix & Photo light – Ensures that every shot you take is brilliantly lit and Photo fix lets you edit those less-than-perfect shots

Illuminated short-cut keys – Gives you quick and easy access to the camera features – even in the dark

Sony Ericsson



Compare it

Why it's so good	Features		
The C510 Cyber-shot™ phone promises a unique imaging experience with the innovative Smile Shutter™ and Face detection. And with 3.2 megapixels, Active lens cover, Photo fix and Photo light, you can be sure every picture turns out perfect.	2.2" display 107 x 47 x 12.5mm 92g 3.2 megapixel auto focus camera Illuminated short-cut keys Photo fix, Photo light	Smile Shutter™ Face detection Picture blogging and geo tagging Auto rotate WLAN HSDPA connectivity	Bluetooth® A2DP 120MB internal memory Up to 10 hours talk and 400 hours standby time for GSM Up to 4 hours talk and 400 hours standby time for 3G

	Nokia 7310 Supernova	Samsung S7330	Nokia N73
How they compare to C510	2" display 2 megapixel camera No geo tagging 32MB internal memory Triband	110g 104.8 x 9.8 x 13.7mm No geo tagging 30MB internal memory Up to 250 standby time for 3G	116g 110 x 49 x 19mm No geo tagging 42MB internal memory
And, none of them have	Illuminated short-cut keys, Smile Shutter™, Face detection, Auto rotate, YouTube™ application		



Demonstrate it

Smile Shutter™ & Face detection

1. Activate the camera function and point the phone at someone to show how Face detection focusses on faces.
2. Next, show the customer how the camera automatically takes a picture when someone smiles into the camera.

Auto-rotate

1. Activate the camera function and take a picture with it.
2. Show the customer how the screen orientation automatically rotates when you turn the phone on its side.

Illuminated short-cut keys

1. Activate the camera function.
2. Show the customer how the 3, 6, 9 and # keys light up.
3. Explain to the customer how the short-cut keys let him/her access the camera features easily.



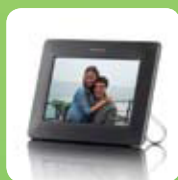
Accessorise it



Phone Tripod
IM-502



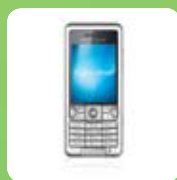
Bluetooth® Headset
HBH-PV720



Digital Photo Frame
IDP-100



Available colours



Radiation Silver



Future Black