



Naite™

# Naite™

## 5 secs Sell it in 5 seconds

Get the best Sony Ericsson technology and do your part to save the environment. Share your green efforts on Facebook™ and Twitter™.

### Stay in touch easily

More than one way to stay in touch. Facebook™, Twitter™, video calls, email and threaded SMS

### Daily tools at your fingertips

Active desktop shortcuts to your calendar, phonebook, messages and Google™ search

### GreenHeart™

Made with environmentally-friendly innovations, such as in-phone manual, green charger, recycled plastics and smart packaging

### Classic design with premium finishing

A timeless candy-bar design with a 2.2" screen and ergonomic keypad



## 30 secs Sell it in 30 seconds

Now you can keep your life organised perfectly, and do your part to save the environment too. The Sony Ericsson Naite™ phone is made with green innovations and enables you to stay in touch however you like, be it through Facebook™, Twitter™, video calls, text or MMS. And with the one-click access to your calendar or Google™ search, you'll never forget to make a reservation for that important dinner.

## Why it's so good



### GreenHeart™

- Premium finishing and made with recycled plastics
- In-phone manuals and smart packaging saves paper usage
- Lower energy consumption with green charger

### Social networking applications

- Integrated communications and social networking applications like Facebook™ and Twitter™
- Shortcuts for easy switching between Facebook™ and Twitter™

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## How they compare

### Quick glance

Dimensions: 108 x 47 x 12.5mm

Weight: 84g

Display: 240 x 320 pixels, 2.2" QVGA LCD

Imaging: 2 megapixel camera with 2.5x digital zoom, Photo fix

Memory: Up to 16GB microSD™ support

Connectivity: HSDPA, Bluetooth® A2DP, Email client (POP3/IMAP4), Web mail, Push Email

Applications: Facebook™, Twitter™, TrackID™, PlayNow™, Media Go™, YouTube™, one click to Google search, Google Maps™, in-phone manual, ergonomic keypad, Conversation SMS (threaded view), Stereo FM with RDS, compact cuboid packaging box

Naite™	Nokia 2730	Nokia 6120 classic	Samsung L700
108 x 47 x 12.6mm	109.6 x 46.9 x 14.4mm	103 x 49 x 14.9mm	109 x 46 x 12.8mm
2.2" screen	2" screen	2" screen	2.1" screen
Secondary camera for video calls	N/A	Secondary camera for video calls	Secondary camera for video calls
Up to 100MB internal memory	Up to 30MB internal memory	Up to 32MB internal memory	Up to 40MB internal memory
3G talk time up to 4hrs 30mins	3G talk time up to 3hrs 30mins	3G talk time up to 2hrs 24mins	3G talk time up to 3hrs
3G standby time up to 583hrs	3G standby time up to 408hrs	3G standby time up to 240hrs	3G standby time up to 280hrs



## Demonstrate it

### Facebook™ and Twitter™

1. Inform the customer that the Naite™ comes with Facebook™ and Twitter™.
2. Demonstrate how to login to Facebook™ and Twitter™ from the phone.
3. Highlight how the customer can update and access their accounts directly from the standby screen.

### Toggle key

1. Let the customer know that all he needs to keep his life organised is at his fingertips.
2. Demonstrate how to access the calendar, phonebook, messages and speed dial directly from the same toggle key.



## Accessorise it



### Bluetooth® Headset VH310

Stay connected the wire-free way with this stylish headset.

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