



W395

## W395 Walkman® phone

Share your music loud and clear with the powerful speakers on this stylish phone.

### Powerful enhanced stereo speakers

Share your favourite tunes loud and clear with your friends over the built-in stereo speakers

### Bundled headset

Quality stereo headset with stereo widening for a real surround sound experience

### Bluetooth® A2DP

Stream music wirelessly to Bluetooth® speakers

### 2 megapixel camera

Lets you capture great shots anywhere, anytime

### 1GB Memory Stick Micro™ (M2™)

Stores all your favourite music, photos and videos

### TrackID™

Records a snippet of a track and identifies it in seconds

### Stylishly sleek looks

Turn heads with this beautifully designed phone



## 30 secs Sell it in 30 seconds

The W395 Walkman® phone's built-in enhanced stereo speakers let you share your music with impressive sound quality wherever you are. For a spot of personal pleasure, just plug in the premium headset included and you can enjoy all your favourite tracks stored on the 1GB Memory Stick Micro™ (M2™). And the 2 megapixel camera brings some imaging fun to your phone too.

## 60 secs Sell it in 60 seconds

**Powerful enhanced stereo speakers** – Great quality stereo speakers with deep bass and equaliser for different music types offer excellent acoustics for your listening pleasure

**Bundled headset** – Listen to your favourite tracks right out of the box with this quality stereo headset

**Bluetooth® A2DP** – Stream your music to an external speaker via Bluetooth® for the ultimate in wireless connectivity

**2 megapixel camera** – Snap and share your photos through your blog or with friends via Bluetooth®

**1GB Memory Stick Micro™ (M2™)** – Stores all your favourite photos, music and videos so you'll always have it with you

**TrackID™** – Heard a track you like but don't know its title? Record a snippet of it and let TrackID™ identify the track for you

**Stylishly sleek looks** – Turn heads with this beautifully designed phone

Sony Ericsson



## Compare it

Why it's so good	Features
If you like your music loud, this is the phone for you. With the impressive stereo speakers, and Bluetooth® streaming, you can share all your favourite music. And with 1GB of memory, you can carry all your favourite tracks wherever you go.	<ul style="list-style-type: none"> <li>Powerful enhanced stereo speakers with high quality bass</li> <li>Bluetooth® A2DP</li> <li>96 x 47 x 14.9mm</li> <li>96g</li> <li>1GB Memory Stick Micro™ (M2™)</li> <li>Motion gaming</li> <li>Quadband GSM</li> </ul>

How they compare to W395	Nokia 5220 XpressMusic	Nokia 5310 XpressMusic	Nokia 5610 XpressMusic
	110.5 x 43.5 x 10.5mm Triband GSM	103.8 x 44.7 x 9.9mm Triband GSM	98.5 x 48.5 x 17mm 111g
And, none of them have	Small and sleek form factor, powerful enhanced stereo speakers, motion games, long talk and standby times, TrackID™, PlayNow™ 4.0, Walkman® 2.0		



## Demonstrate it

### Stereo speakers

1. Select a demo track from the phone.
2. Next, choose the loudspeaker function and let the customer hear just how clear and loud the stereo speakers are.

### TrackID™

1. Turn on the Radio feature of the phone.
2. Show the customer how he/she can record a snippet of a track with TrackID™.
3. Click 'Send' and show the customer how TrackID™ identifies the track by the artiste, album title and track title.

### Bluetooth® A2DP

1. Sync the phone with a Digital Photo Frame or Stereo Speakers using the Bluetooth® A2DP and select a demo track or pictures from the phone.
3. Stream it to the external Bluetooth® device to show how Bluetooth® A2DP lets the customer share photos and music with their friends.



## Accessorise it



Wireless Stereo Headphone  
HBH-IS800



Powerpack  
CPP-100



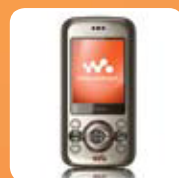
Noise Cancelling Headphone  
HPM-88



## Available colours



Dusky Grey



Blush Titanium