



W580i

It shakes. It slides. It shuffles.

Experience a new way to enjoy music. With Shake Control™, simply changing a music track is fun again. Hold down the Walkman® key and give the phone a good shake, the phone automatically shuffles the tracks and plays a new one.

The W580i Walkman® phone is also loaded with music functions, like the cool TrackID™ that identifies songs in seconds and the Disc2Phone software facilitates quick transfers of songs from the PC to the phone.

Listen to favourite tracks through the built-in front speakers that pump out high quality music even when placed on the table. Or, stream music wirelessly to home entertainment systems via Bluetooth® for a larger sound.

Featuring a thin slider, it fits the hand perfectly and slides open effortlessly with just a flick of the thumb. That's not all, it opens up to reveal bright colour accents and stunning light effects along the sides.

The W580i also includes a pre-installed Fitness programme that tracks running speed, time, distance and monitors calories burnt. It even monitors the number of steps taken daily and resets on the stroke of midnight. How's that for a cool feature?

The W580i Walkman® phone is destined to become a symbol of urban cool.



Boulevard
Black

Urban
Grey

Style
White

Metro
Pink

Top selling tips

1. Demonstrate how to use the Shake Control™ and hand the phone to the customer to try
2. Slide open the phone and show the customer the unique illumination along the phone's side
3. Next, show the customer how he/she can customise the Playlist with the Walkman® Player 2.0
4. Let the customer experience the full, rich sound of the phone before turning on the Mega Bass™ and explaining the difference
5. Show the customer how to stream music wirelessly to external speakers for sharing
6. Place the phone on the table-top and let the customer listen to the sound quality playing from the front speakers

Key features



Shake Control™

- Simply press down on the Walkman® key when the music player is on and give the phone a shake to shuffle the tracks



Front speakers

- Share favourite tracks with the built-in front speakers



Illuminating lights

- Slide open the 14mm thin phone and reveal a unique illumination feature along the sides of the phone



Mega Bass™

- Enhances bass frequencies for greater listening experience
- Plays tracks loud and clear through high-quality headphones or external speakers



TrackID™

- Identify the song playing on an external source or on the radio in seconds
- Music recognition service powered by Gracenote®



Album Art

- Browse playlists and view artwork from albums



Bluetooth® Audio Streaming

- User can enjoy handsfree calls, and also audio streamed straight to the headset or audio system

Recommended accessories



Stereo Portable Handsfree HPM-85



Stereo Portable Handsfree HPM-83



Portable Speakers MPS-70



Stereo Bluetooth® Headset HBH-DS200



Stereo Bluetooth® Headset HBH-DS980

Comparative information

If the customer enquires about 3G capability in the phone, advise that:

- EDGE still allows the customer to download songs, videos and browse the internet at high speeds

If a customer compares W580i's 2.0 megapixel camera to a competitor's 3.2 megapixel camera, you should:

- Explain that the 2.0 megapixel resolution can print high-quality wallet-sized photos
- Inform the customer that at this resolution, he/she can store over 1,400 photos on the 512MB memory