



W995

W995 Walkman® phone

Amazing audio visual, powerful imaging and lightning fast web surfing – all packed in one stylish Walkman® phone.

Optimal video experience

High quality video viewing with stereo speakers and Clear audio experience

8.1 megapixel camera with auto focus

Capture all your favourite moments in perfect clarity

8GB Memory Stick Micro™ (M2™)

Store all your photos, videos, music, movies and more

HSPA and Wi-Fi™ connectivity

Super fast download and internet access with HSDPA 7.2 and HSUPA 2

2.6" QVGA screen and kickstand

The perfect way to enjoy high quality movies

Media Go™

Optimise media formats, transfer and organise music, photos, etc



30
secs

Sell it in 30 seconds

With powerful stereo speakers, built-in kickstand and a wide 2.6" QVGA screen, the W995 promises a great way to share high quality videos. Go for the perfect picture with 8.1 megapixels, and the 8GB Memory Stick Micro™ (M2™) means you'll be able to take all your favourite entertainment with you.

60
secs

Sell it in 60 seconds

Optimal video experience – With 30fps, Clear audio experience, powerful stereo speakers, convenient kickstand and 2.6" screen, you'll be able to watch and share high quality videos

8.1 megapixel with auto focus – Great Cyber-shot™ technology on your Walkman® phone. Now you can capture all your memories in their full glory

8GB Memory Stick Micro™ (M2™) card – Store all your favourite media files on the M2™ card included and take it anywhere

HSPA and Wi-Fi™ connectivity – Combining both HSDPA 7.2 and HSUPA 2 to give you super fast downloads and internet access speeds

Media Go™ – A media manager program that transfers music, videos and photos via drag and drop. Optimises media formats for better viewing

2.6" screen and kickstand – Enjoy high quality movies with the QVGA screen and a considerate kickstand allows you to get comfortable and share videos with friends

Sony Ericsson



W995



Compare it

Why it's so good	Features	
The W995 Walkman® phone gives you maximum entertainment with an advanced and intuitive interface. Watch high-quality movies on the 2.6" QVGA screen, surf and download media files with Wi-Fi™; enjoy ultra clear audio on the premium headset included and even take great quality pictures with the 8.1 megapixel camera.	97 x 49 x 15mm 113g 8.1 megapixel camera with LED flash and 16x digital zoom Illuminated dedicated music keys Media Go™ Built-in kickstand 3.5mm audio jack	DLNA, Wi-Fi™ Geo tagging, aGPS and Google™ Maps FM Radio with RDS HSDPA 7.2, HSUPA 2, 3G and Quadband Bluetooth® A2DP Up to 118MB internal memory, 8GB memory card in box Motion games

	Nokia 5800 XpressMusic	Nokia N86	Samsung Innov8
How they compare to W995	11 x 51.7 x 15.5mm 3.2 megapixel camera, 3x digital zoom No built-in stand No DLNA HSDPA up to 3.6Mbps Up to 81MB internal memory	103.4 x 51.4 x 16.5mm 149g 8.0 megapixel camera No DLNA HSDPA up to 3.6Mbps Up to 74MB internal memory	106.5 x 53.9 x 17.2mm 136g 8.0 megapixel camera No built-in stand
And, none of them have	8.1 megapixel camera, DLNA, HSDPA 7.2, up to 118MB internal memory, 8GB external memory, and built-in kickstand		



Demonstrate it

Optimal video experience

1. Select the pre-loaded video from the phone memory.
2. Pull out the kickstand and show the customer how they can place it on the table for comfortable viewing.
3. Show the customer where the stereo speakers are and let them hear how good the sound quality is.
4. Let the customer view the great video quality on the 2.6" QVGA screen.

Clear audio experience with pre-set equaliser

1. Select the pre-loaded Clear audio demo track and let the customer hear it through the premium headset.
2. Play around with the different pre-set equaliser settings and let the customer hear the difference.

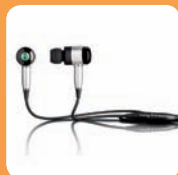
3. Explain to the customer how Clear stereo, Clear bass and the premium headset adds up to the Clear audio experience.

8.1 megapixel auto focus camera and Smile Shutter™

1. Activate the camera function and choose the Smile Shutter™ feature.
2. Explain to the customer how Smile Shutter™ captures smiles automatically.
3. Hand the phone to the customer and demonstrate how it works by smiling into the camera.
4. Show the customer the great image quality of the 8.1 megapixel camera.



Accessorise it



Wireless Stereo Headphones
HBH-IS800



Noise Cancelling Headphones
HPM-88



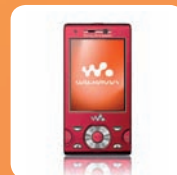
Available colours



Progressive Black



Cosmic Silver



Energetic Red