



X1

# XPERIA™ X1

The best of multimedia, business and mobile web applications in a stylish device with DVD-quality resolution.

#### Customisable 9 panel touch display

Access all your favourite applications with just one touch

#### 3G Connectivity

High-speed access with HSDPA & HSUPA

#### 3" high-resolution WVGA

Movies, games and pictures in DVD-quality resolution



#### Arc slider

For texting convenience

#### QWERTY keypad, touch screen and short cut keys

Interact with multi-input options

#### Premium metal casing

Highly durable and stylish

30  
secs

### Sell it in 30 seconds

All you ever wanted in a handset with a 3" high-resolution screen, DVD-quality playback, 9 panel customisable touch display and a unique arc slider.

60  
secs

### Sell it in 60 seconds

**3" high-resolution WVGA screen** – Enjoy DVD-quality videos, movies, pictures and games

**Customisable 9 panel touch display** – Conveniently group and organise your favourite applications for easy access

**QWERTY keyboard, touch screen and shortcut keys** – Navigate the X1 just the way you like with multi-input options

**Arc Slider** – The unique slider design lets you rest your thumbs comfortably on the keypad for texting ease

**3G connectivity** – Enjoy fast file downloads and high-speed surfing with HSDPA and HSUPA

**Premium metal casing** – A stylish and sophisticated casing that's also highly durable

Sony Ericsson



## Compare it

Why it's so good	Multimedia	Connectivity	Design
The X1 is the only device that combines the best features of multimedia and mobile web applications into one practical phone.	A2DP Bluetooth stereo streaming Video recording FM transmitter 3.2 megapixel camera with photo light 800 x 480 DVD quality screen resolution	Full range wireless features Opera 9.5 and Internet Explorer compliant All email folders can be easily synchronised via ActiveSync Keyword smart search filtering	QWERTY keyboard with unique arc slider design Removable high capacity battery SD memory card slot Runs on Windows Mobile® 6.1

How they compare to X1	Apple iPhone	Samsung Omnia	Nokia E71	Nokia N96
	No MMS support No feature for forwarding contact details via SMS No cut-and-paste function No voice dialing No removable battery No dedicated QWERTY No external memory card slot 480 x 320 screen resolution 2.0 megapixel camera Does not run on Windows Mobile®	400 x 240 screen resolution No dedicated QWERTY No stylus slot Use of the microSD slot requires battery removal	240 x 320 screen resolution 2.36" screen size No touch screen Does not run on Windows Mobile®	240 x 320 screen resolution No touch screen No QWERTY keyboard Does not run on Windows Mobile®



## Demonstrate it

### Customisable 9 panel display

1. Press the 'X panel' button to access the 9 panel display screen.
2. Click/touch one of the pre-customised panels and show them the benefit of grouping relevant applications together, such as grouping commonly used work shortcut icons like Internet Explorer, ActiveSync, PDF reader, Microsoft Office, etc. into one panel.
3. Return to the 9 panel display screen and demonstrate how to customise a panel by clicking on the 'Option Tool' icon in the bottom right corner.

### DVD-quality playback

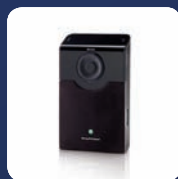
1. Go to the 'Media Centre' and play a pre-loaded video.
2. Point out the fantastic video quality on the high-resolution screen.
3. If possible, compare the X1 to a lower resolution screen to further show the difference.



## Accessorise it



Bluetooth® Headset  
HBH-PV740



Bluetooth® Car Speakerphone  
HCB-150



Car Charger  
CLA-60



## Available colours



Solid Black



Steel Silver