



Sony Ericsson

## Press Release

# Fill every moment with fun thanks to the new Sony Ericsson W995 Walkman™ phone

**Pocket the best possible video on-the-go and enjoy a world of quality entertainment with Sony Ericsson's new W995 Walkman™ phone. Access to your favourite content is just a click away with Media Go™, which lets you organise, transfer and play your videos, music and photos from your PC to your mobile phone, simply and effortlessly.**

Banish boredom and enjoy high-quality video wherever you are thanks to the stunning new **W995** slider Walkman™ phone, which is available today.

With crystal clear resolution for the ultimate takeaway video experience, keep entertained with movie clips, sports highlights, podcasts or music videos whenever you want on the stunning 2.6" full colour screen, making every pixel come alive.



Simply drag and drop any video – including full length movies – song or photo directly from PC to phone with Media Go™, a clever free download which automatically converts all your entertainment files to play on the **W995**. Downloading content is as simple as pressing play! You can also organise files and create music playlists to suit your mood.

Additionally, with PlayNow™ arena you will get access to top quality movies. Install PlayNow™ arena on your laptop, browse to the movie section, download a movie you like and transfer it onto your handset. PlayNow™ arena is available in selected markets.

“The Walkman™ player and video playback at 30 frames per second will make all of your movies look great – the **W995** Walkman™ phone really is video-entertainment ready, and is waiting to keep you busy when on the bus, lunch break or waiting for a train,” said Timo Maassmann, Marketing Business Manager at Sony Ericsson.

“With Media Go™ it’s so easy to bring your media with you,” continues Timo. “You can effortlessly transfer entertainment onto your phone and whether it’s a movie, news podcast, favourite song or photo, thanks to the superior transferring capability of Media Go™, you will have great quality, high resolution video every time.”

Immerse yourself in a blockbuster on the bus or a podcast during a coffee break and drown out the world around you with the Noise Cancelling Headphones **HPM-88**, which reduce external noise by 75 per cent.

Or, if you find sharing the experience more fun and want to spread the sound with friends, simply set the phone on its built-in stand and pump up the volume on the powerful built-in stereo speakers. For a true stadium experience, plug the **W995** into the Snap-on Speaker Stand **MS410** and party anywhere your feet take you with the tiny but powerful speakers.

The phone also comes equipped with an 8.1 megapixel camera with face detection, so you can capture every special moment and turn it into a permanent memory, thanks to the 8 MB memory card.

Select markets with 3G capability and access to online downloads and podcasts means you can now download even more exciting content directly from the online provider onto your phone – just a few clicks and you’re away!

#### **Showtime, Anytime with the W995 Walkman™**

- Optimised video playback with style and performance – get the best possible video experience in your pocket
- Videos straight to your phone - Wi-Fi™ and Turbo 3G – easy video access to YouTube™ and other entertainment sites
- Clear 2.6” display, powerful speakers and 3.5mm audio socket – enjoy entertainment anywhere and anytime
- 8.1 megapixel camera – take picture perfect images with Photo Flash and face recognition
- Clear audio experience – enjoy the best sound possible, the way it was meant to be heard
- 8GB Memory Stick™ Micro – save an inexhaustible amount of music tracks, video clips and photos
- Tag a place-name to your memories or stay on track with aGPS and Google Maps™

**Media Go™ - Makes it easy to bring your media with you**

- Transfer, play and organise – with Media Go™ you can easily transfer music, videos, photos and podcasts between your mobile phone and computer
- Automatic sync – sync your music playlists automatically to keep the phone updated with your new music
- Auto convert – Media Go™ gives you the best quality playback of multi-media content on a mobile phone. There's no need to use extra applications to be able to bring your media with you.
- SensMe™ - create a playlist of songs in your library, you can also sort your music by mood or tempo
- Podcasts – it has never been easier to subscribe and download podcasts. Apart from adding your own favourites, the directory is there to help you to find the new and exciting content
- Audio CD transfer – Use Media Go™ to transfer your CDs and bring your music and audio books with you

The **W995** Walkman™ supports GSM/GPRS/EDGE 850/900/1800/1900 and UTMS/HSPA 900/2100. The **W995** will be available in the colours Progressive Black, Cosmic Silver and Energetic Red.

Media Go™ will be available for all markets from the **W995** launch in 15 different languages.

– ENDS –

#### The Sony Ericsson W995 Walkman™ at a glance

<b>Camera</b>	8.1 megapixel camera Up to 16x digital zoom Photo fix Picture blogging Video blogging Auto focus Face detection Photo flash QVGA Video recording Image and Video stabilizer Video light PictBridge
<b>Music</b>	Walkman™ player Clear Stereo

	<p>Clear Bass  Album art  PlayNow™  TrackID™  SensMe™  Bluetooth™ stereo (A2DP)  Music tones (MP3/AAC)  3.5mm headphone socket  Stereo speakers  Shake control</p>
<b>Web</b>	<p>Access NetFront™ Web browser  Web feeds  Photo feeds</p>
<b>Communication</b>	<p>Speakerphone  Polyphonic ringtones  Vibrating alert  Video call</p>
<b>Messaging</b>	<p>Email  Picture messaging (MMS)  Predictive text input  Sound recorder  Text messaging (SMS)  Exchange ActiveSync  Chat View  Instant messaging</p>
<b>Design</b>	<p>Picture wallpaper  Wallpaper animation  Auto rotate</p>
<b>Entertainment</b>	<p>3D games  Motion gaming  Java  FM radio with RDS  Video streaming  Video viewing  YouTube™  Walk Mate</p>
<b>Connectivity</b>	<p>Bluetooth™ technology  Modem  USB mass storage  USB support  Synchronization  DLNA Certified™  Wi-Fi™</p>
<b>Organizer</b>	<p>Alarm clock  Calculator  Calendar  Flight mode  Notes</p>

	<p>Phone book Stopwatch Tasks Timer</p>
<b>Location-based services</b>	<p>Geo tagging of photos Google Maps™ aGPS Wayfinder Navigator™ (3-month trial version)</p>
<b>Accessories</b>	<p>In-Box:</p> <ul style="list-style-type: none"> <li>▪ W995</li> <li>▪ Battery</li> <li>▪ Battery Charger</li> <li>▪ 8GB Memory Stick Micro™ (M2™)</li> <li>▪ USB Cable</li> <li>▪ Stereo portable handsfree</li> <li>▪ Sony Ericsson PC Suite</li> <li>▪ Media Go™</li> <li>▪ User book</li> </ul>
<b>Facts and Figures 1)2)</b>	<p>Size: 97 x 49 x 15 mm Weight: 113 grams</p> <p>Colours: Progressive Black Cosmic Silver Energetic Red</p> <p>Main screen: 262,144 colour TFT, scratch-resistant Resolution: 240 x 320 pixels Size: 2.6 inches</p> <p>Phone memory: Up to 118MB Memory card support: Memory Stick Micro™ (M2™)</p> <p>Talk time GSM/GPRS: Up to 9 hrs Standby time GSM/GPRS: Up to 370 hrs</p> <p>Talk time UMTS: Up to 4 hours Standby time UMTS: Up to 360 hours</p>

	Video talk time: Up to 3.5 hours Music listening time: Up to 20 hours Video watching time up to 5hrs
<b>Availability and versions</b>	Networks W995: GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSPA 900/2100  W995a: GSM/GPRS/EDGE 850/900/1800/1900 UMTS/HSPA 850/1900/2100  Available in selected markets from Q2 2009.

#### Legal

1) Facts and features may vary depending on local variant.

2) Talk and standby times are affected by network preferences, type of SIM card, connected accessories and various activities e.g. games. Kit contents and colour options may differ from market to market. The full range of accessories may not be available in every market.

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*Sony Ericsson is a top, global industry player with sales of around 97 million phones in 2008. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50*

*joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson please visit [www.sonyericsson.com](http://www.sonyericsson.com).*

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