

Sony Ericsson announces S600, Z520, J210, K608 and W600

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On the same day with rival Nokia, Sony Ericsson today announced five new mobile phones.

The S600, Z520, W600, J210 and K608 expand the company's handsets portfolio.

K608 - the sleek, lightweight 3G phone for fast,

content-rich downloads

Today's launch of the K608 3G UMTS mobile phone widens Sony Ericsson's portfolio of 3G handsets, giving mass appeal to 3G and the vast range of services and applications it offers. This latest in the K600 family of 3G phones supports all the major operators' 3G services, including video conferencing and fast downloads of music, games, videos and other multimedia content.

The K608 is a sleek, durable device that weighs the same as existing 2G phones, putting an end to the age of bulky 3G handsets. International 3G operator 3 (Hutchison 3G) has been confirmed as one of the first customers for the K608.

The K608 has sleek good looks and an aluminium feel and is easy to use and navigate around. Sony Ericsson's latest intuitive dual front camera/phone design makes the handset vertical when it's a phone, and horizontal when it's a camera, and the fully featured 1.3 MegaPixel camera includes an active lens cover for swift activation and extra protection. For consumers getting used to the gripping idea of video telephony, handling video calls is done in just a few clicks with the use of the direct video telephony button. The world of applications the phone delivers, from exciting mobile content to video calling and personal creativity, are always crisp and clear with the large - 1.8 inch – 262.000 colour TFT screen

The K608 is fully featured with a suite of business applications that handle personal information management and PC-synchronisation via USB or Bluetooth™, making it the ideal executive work tool, providing business efficiency with high speed access.

As more content is delivered at faster delivery rates on the 3G UMTS network, the K608 effortlessly handles the latest 3D games and colour

animations. To give consumers a taste of the level of quality entertainment delivered, Vijay Singh Pro Golf 2005 in 3D from Gameloft* is preloaded in the phone. In the true to life golf game, players take on the role of a famous golfer, and play on the most spectacular 18-hole golf courses around the world. Further levels of this game and a host of others are available for download from operator portals or Sony Ericsson's Fun & Downloads portal directly to the 32MB memory on the phone.

The K608 will be commercially available in Q3 2005
K608i Dual mode UMTS-GSM/GPRS 900/1800/1900.



W600 Walkman Phone

Sony Ericsson today announced a second Walkman mobile phone, the Sony Ericsson W600 in New York, a unique all-in-one compact device. With the W600 consumers can, handle phone calls while listening to digital music on the move, capture great quality mega pixel images and video, experience 3D game play as well as access the Internet and e-mail.

The W600 is the second in a series of Walkman phones that deliver an open-standard-based digital music player for the mass market combined with a wide variety of key features.

W600 Walkman phone comes packaged with Disc2Phone® PC software that enables quick, convenient transfer of music onto the phone via a PC. Accessing music on the handset is quick and easy via a direct music buttons that control the media player or play, pause and stop music tracks.

The W600 handles multiple file formats including MP3 and AAC. Using PC software from Sony CONNECT, downloaded songs and songs copied from CD's can be transferred to the W600.

The W600 will be available in the American Market at beginning of the fourth quarter 2005.



S600 super play phone

The new Sony Ericsson S600, launched today, will undoubtedly appeal to the unashamedly expressive youth audience. Packed with features to enhance the lifestyles of those who live their lives to the fullest, the S600 is unique, delivering maximum fun and excitement in an ultra stylish package.

The S600 offers multiple ways of communication for maximum creativity to share messages, pictures and information. Voice calls can be made with the phone closed or open to use the keypad. The 1.3 MegaPixel camera is great for recording video clips - with 4 x zoom for great close-ups - that can be sent via MMS or Bluetooth. Sharing, storing and printing pictures is made easy with QuickShare™. The phone also

supports instant messaging and POP3/IMAP4 email, enabling users to keep in touch across the world using whatever method is most convenient.

Gigs, movie schedules, search engines and webmail can easily be checked with the internet browser that features a choice of viewing modes: full scale mode enables users to scroll round the complete page, or if preferred, information can be presented in a single column. Either way, the bright 1.8 inch 262K TFT display provides razor sharp pictures.



Z520 - cool curves in a smooth shell

Sony Ericsson today announced the launch of the Z520, a global phone

aimed at the fashion conscious who want the functionality of an up-to-the-minute device in an appealing, stylish design. The Z520's high-tech features are wrapped inside the smooth sleek body of an elegant clamshell, creating a small and inviting handset that fits in the hand as easily as it does in the pocket or bag.

The Z520 fits into any fashion scheme, although this Bluetooth™-enabled device is a fully featured phone that works all over the world. It comes in a wide choice of colour schemes based on white and silver frames, and additional Style-Up™ covers in a multitude of patterns allow for ultimate personalization, making the Z520 fit for any occasion.

Designed to support a busy social or working life, the external screen displays the caller's picture if it is associated with their number. An ingenious light effect, which uses blue lights built into the phone's perimeter, lets you know who's calling by flashing one of the eight light patterns, which are paired with melodies. All of these effects are linked to the phonebook contacts.



Effortlessly practical J210

Those looking for a phone with stylish looks and a no-nonsense approach will welcome the new Sony Ericsson J210 which is launched today. A follow-up product to the highly successful J200, the J210 is a straightforward device for people whose primary communication style is voice and basic messaging and have no need for a fully-featured mobile phone.

Designed for every day use, the J210 makes life easier by mixing practical ergonomics with a simple, intuitive interface. The slim design incorporates a large keypad with joystick for easy navigation, and a bright 65K colour screen. Using the phone in a variety of situations is made effortless as speech clarity is provided and a dedicated ringtone speaker delivers clear sound for incoming calls. And, although the J210

is designed with voice communication in mind, it is easy for users to supplement calls with SMS text and MMS picture messaging.

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