

# Sony Ericsson adds seventh Walkman phone

February 28 2006

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Sony Ericsson Tuesday released the W300, the latest addition to the company's line of Walkman phones that include MP3 capabilities and a digital camera. The W300 is the seventh cell phone in the Walkman family.

The W300 Walkman phone supports both MP3 and AAC music files. The user experience is enhanced by direct music keys, shuffle function, as well as an in-built FM radio with RDS and flight mode. Disc2 phone

software supplied with the phone, allows users to easily transfer their favourite CDs to their mobile phone and enjoy them anywhere, anytime without missing a call.

The W300 is shipped with removable 256MB Memory Stick Micro (M2) expandable to 1GB, as well as a stereo headset, USB cable and music management software.

In addition to the great music features, the W300 offers an easy way to take and view great snap-shot pictures or record videos using the integrated camera with 4x digital zoom. The phone's 262K TFT colour screen makes it perfect for taking fun snap-shot images and enjoying them on the screen, while full MMS support enables these images to be shared with friends and family.

The monochrome 1" sub display on the outside of the clamshell allows users to view media player information or caller display without opening the phone.

The W300 is equipped with EDGE Class 10 technology, to allow quick and easy data transfers and Internet access, as well as Bluetooth ideal for sharing data with other Bluetooth-enabled devices.

The Sony Ericsson W300 will be available in Shimmering White and Shadow Black colour variants and starts shipping in Q2 2006.

Source: Sony Ericsson

Citation: Sony Ericsson adds seventh Walkman phone (2006, February 28) retrieved 20 April 2024 from <https://phys.org/news/2006-02-sony-ericsson-seventh-walkman.html>

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