

Sony Ericsson Intros New Cyber-Shot Phone

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Sony Ericsson's new K770 Cyber-shot phone, announced today, is a digital camera, a photo album and an elegant phone all in-one. Still a phone first and foremost, it allows you to send and share your photos as soon as you've taken them.

At just 14.5mm slim and finished in a fashionable Truffle Brown, the K770 can take pictures as good as a standalone digital camera; pictures can be printed up to A4 size. The camera can also be used for video and

comes with a powerful photo light for indoor photo-taking and filming. As with all Sony Ericsson Cyber-shot phones, 'ease of use' sits at the heart of the experience. To take a picture, just slide open the lens cover, find your subject and shoot.

"The best moments in life always seem to happen when you don't have a camera," says Helene Barnekow, Head of Central Marketing at Sony Ericsson. "If you like the idea of having a snapshot camera on your phone, and want shots that look good in your family album, then the K770 is perfect." Barnekow continues, "The real beauty of the K770 is that you can let your friends and family share your experiences. Once you've captured the moment, it's easy to print the picture or upload it immediately to your personal on-line gallery."

Capturing the perfect picture is easy with the K770 Cyber-shot phone. Just slide open the lens cover and you're ready. Once in camera mode the 1.9inch screen becomes the viewfinder, the Cyber-shot based menu becomes visible and you'll also see eight lit icons appear across the phones keypad. These serve as 1-click shortcuts to each of the camera's key functions, such as picture size and photo light.

If you take a spontaneous snapshot and the light conditions are poor, simply select Photo fix for PC-free photo editing on your phone.

The most direct way to share your photos is perhaps through a slide show on the K770's screen. When you want to show them to people that are not around, though, you can post your pictures to your own 'blogsite' or on-line gallery. Share the web site address to share your photos.

If you want to transfer photos swiftly from the K770 Cyber-shot phone to your PC or laptop, then simply use the USB Cable provided in-box to drag and drop them from one to the other. Alternatively, if you prefer to print your pictures, the 3.2 megapixel camera with auto focus delivers

picture quality that is good enough to print your photo out at upto A4 size (297mm x 210 mm). You can even connect your K770 direct to a printer using PictBridge for PC-free printing.

The K770 is about much more than just camera features. Supporting Memory Stick Micro (M2), the K770 comes with a 256 MB memory card that lets you store up to 200 photos of the best quality. Peruse your photo album whilst listening to your favourite music tracks on the in-built media player. Or tune in to the FM radio with RDS that seeks out clear reception when you're on-the-move.

With all of this music at your fingertips, it's worth investing in a Stereo Bluetooth Headset that will stream music wirelessly from your phone and let you enjoy your favourite songs hands-free. The Stereo Bluetooth Headset HBH-DS200 can be auto-paired with the K770 and offers up to 6 hours of talktime or music listening time.

The K770 Cyber-shot phone is all about understated style. It's a discreet, grown-up looking phone that slips neatly into your pocket or bag. Yet when you need it there is a digital camera on-board that can give results as good as you expect from a digital camera.

The K770 is a GSM/GPRS 900/1800/1900 and UMTS 2100 phone that will be available in Truffle Brown in selected markets from autumn 2007.

Source: Sony Ericsson

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