



PRESS ANNOUNCEMENT

Four new accessible phones from Sony Ericsson make it easier to stay in touch

London, UK - February 6, 2007 – Sony Ericsson today announces four new 'candy bar' phones that make it simple to stay in touch. Of the four, the K200 and K220 are both camera phones, whilst the K220 again and the J120 bring music into an affordable segment with integrated FM Radios, complete with headsets. All four, including the J110, display Sony Ericsson's signature styling and premium feel, yet manage to keep simplicity and ease-of-use at the heart of their design.

K200

The K200 is all about having a camera on your phone just when you need it. The VGA camera and photo album are immediately accessible with just one click on the dedicated button. Given that the K200 has a slideshow view and will store up to 40 images, it's easy for users to view their pictures in full screen and share them with friends.

Navigating the phone couldn't be easier either, as the menu can be set to a series of simple, single icons. To keep things hassle-free, the central navigation key is set-up to give one-click access to key features such as the phone book (which stores up to 300 contacts) and messaging menu. Available from Q2 2007 in selected markets in either Metallic Black or Light Champagne, the K200 allows you to always have your favourite pictures in your pocket.

K220

As with the K200, the K220 is an easy-to-use camera phone with a single icon display, but with the advantage of an integrated FM radio with RDS. Perfect for those quieter moments, the K220 can store up to 10 pre-set stations so there is no need to hunt around when it's time to change channels. It will even provide a wake-up call since a favourite station can be set on the Radio Alarm Clock.

Choose your station and choose your colour; the K220 comes in two striking finishes - Frost White or Ocean Blue. The K220 will be available in selected from Q2 2007.

J110

Keeping in touch is made straightforward with the J110, a classic 'candy bar' phone with large, legible keys and easy navigation. A central navigation key with clear icons gives one-click access to commonly used features such as the text message menu, ring volume and alarm clock. Navigation through the menu options is easy thanks to the single-icon display, and J110 has enough stamina and storage to keep

you in touch however busy you are, giving up to nine hours' talk time and room for up to 200 phone numbers.

A robust, solid phone with chrome detail and a bright 65k colour STN screen, The J110 will be available in selected markets from Q2 2007 in three distinct colours: Soft Cream, Smooth Grey or Precious Purple.

J120

J120 has the same easy to use features as J110, such as a single-icon menu and one-click access, with the added benefit of a built-in FM Radio that allows you to store up to 10 favourite channels plus a stereo headset that's supplied with the phone. When it's time to share the radio play-list with a wider audience, the J120 features a loudspeaker through which the radio can be played. This can also be used as a speakerphone when you tire of the radio and decide to call a friend.

This compact and striking phone, finished in Night Black with 'FM Radio' detail, really stands out from the crowd. The J120 will be available in selected markets from Q2 2007.

K200 and K220 at a glance:

	K200	K220
Imaging:	VGA camera Up to 40 pictures (2MB internal memory) Slide show Full screen viewer Picture Messaging (MMS) One click to: <ul style="list-style-type: none"> • camera menu • phonebook • ring volume • messaging 128x128 65k CSTN Display	VGA camera Up to 40 pictures (2MB internal memory) Slide show Full screen viewer Picture Messaging (MMS) One click to: <ul style="list-style-type: none"> • camera menu • phonebook • messaging • FM Radio 128x128 65k CSTN Display
Music/Ringtones	Polyphonic ringtones 32 voices	Polyphonic ringtones 32 voices FM radio with RDS FM radio alarm clock One click to FM radio 10 channel pre-sets/storage FM radio through Loudspeaker
Connectivity	Infrared	Infrared
Support Offers	Speakerphone 300 contacts (with 3 numbers/contact) 250 SMS storage Single icon desktop menu (optional) Red and green key functionality Alarm Calculator Calendar Predictive text input (T9)	Speakerphone 300 contacts (with 3 numbers/contact) 250 SMS storage Single icon desktop menu (optional) Red and green key functionality Alarm Calculator Calendar Predictive text input (T9)

	WAP 1.2.1	WAP 1.2.1
Accessories	Stereo Portable Handsfree HPM-64 Desk Stand CDS-65 Cigarette Lighter Adaptor CLA-60	Stereo Portable Handsfree HPM-64 Desk Stand CDS-65 Cigarette Lighter Adaptor CLA-60
Availability and versions	GSM/GPRS 850/1900 and 900/1800 Standby up to 300 hours Talk time up to 8 hours	GSM/GPRS 900/1800 Standby up to 300 hours Talk time up to 8 hours

J110 and J120 at a glance:

	J110	J120
Core Offers	Single Icon Menu PHF support Speaker phone 96x64 65k Colour STN Display Red/green key functionality and Soft keys One click access to: <ul style="list-style-type: none"> • Ring volume • Alarm clock • Phonebook • SMS Polyphonic ringtones – 16 voices Ring tone download	RDS FM stereo radio Headset/PHF in kit Loudspeaker/Speaker phone Radio alarm clock 96x64, 65k Colour STN Display Red/green key functionality and Soft keys One click access to: <ul style="list-style-type: none"> • FM radio • Alarm clock • Phonebook • SMS FM radio through loudspeaker Store up to 10 channels Polyphonic ringtones – 16 voices Ring tone download
Support Offers	Less than 17mm thick Phonebook 200 numbers SMS/EMS – 100 message storage Predictive text input (remembers words used) Alarm Calculator Reminder	Less than 17mm thick Phonebook – 200 numbers SMS/EMS – 100 message storage Predictive text input storage (remembers words used) Alarm Calculator Reminder
In-Box Contents	Battery: BST-37 Charger CST-60 User Guide	Battery: BST-37 Charger CST-60 Portable Handsfree HPB-60 User Guide
Aftermarket Accessories	Stereo Portable Handsfree HPM-64 Desk Stand CDS-65 Cigarette Lighter Adaptor CLA-60	Stereo Portable Handsfree HPM-64 Desk Stand CDS-65 Cigarette Lighter Adaptor CLA-60
Availability and versions	GSM 900/1800 GSM 850/1900 Up to 9 hours talk time Up to 400 hours stand-by time	GSM 900/1800 Up to 9 hours talk time Up to 400 hours stand-by time

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Sony Ericsson Mobile Communications serves the global communications market with innovative and feature-rich mobile phones, accessories and PC-cards. Established as a joint venture by Sony and Ericsson in 2001, with global corporate functions located in London, the company employs over 7,500 people worldwide, including R&D sites in Europe, Japan, China and America. Sony Ericsson celebrated the 5th anniversary of the start of the joint venture on 1st October, 2006.

Sony Ericsson is the global title sponsor of the Women's Tennis Association, and works with the Association to promote the Sony Ericsson WTA Tour in over 80 cities during the year. For more information on Sony Ericsson, please visit www.sonyericsson.com

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