



PRESS ANNOUNCEMENT

Sony Ericsson's K810/K818 and K550/K550im: Two new Cyber-shot™ phones to help make sure you never miss a shot

London, UK - February 6, 2007 – Soon after announcing it has shipped 4.5 million of its Cyber-shot™ camera phones since the launch of the K790/K800 last summer, Sony Ericsson today introduces two new phones to the Cyber-shot™ phone family. Intended to deliver Cyber-shot™ phones to a broader audience, these phones help make sure you never miss a shot.

The K810/K818 Cyber-shot™ phone is a sleek, high-performance device boasting a 3.2 megapixel camera including auto focus and Xenon flash. Innovative applications such as Photo fix help to further improve the quality of your pictures, even after you have taken them. Illuminated Camera Icons to the side of the main keypad, which light up when in camera mode, allow the user to access camera menu options at the touch of a button.

As a compliment to this, the K550 Cyber-shot™ phone delivers the benefits of the Cyber-shot™ phone in a compact (14mm thin) form factor that places ease-of-use at its heart. Equipped with a 2.0 megapixel camera with auto focus plus LED photo light and active lens cover, the K550 helps ensure that you're always ready to shoot and share the best possible images. Add to this Bluetooth™ technology and Picture blogging and you have a camera phone that takes the complexity out of sharing quality images with friends and family.

As a distinct variant of the K550, the K550im is the first Cyber-shot™ phone to support i-mode™, the operator service that gives direct access to a huge range of multimedia content and email.

"Worldwide, consumers are realising that the best digital camera is the one you have with you," says Steve Walker, Head of Product Marketing at Sony Ericsson. "The K800 established this and positioned the Cyber-shot™ phone as a credible fusion of phone and camera. Now the K810 and K550 move the market forward by introducing new applications that equate to real improvements in the customer experience, as well as introducing these phones to a whole new audience."

The K810 will appeal to those using their mobile phone on a regular basis to capture quality shots while on the move. Its slender good looks belie its high specification; it's not only a UMTS device for high-speed Picture blogging, but also one of the most advanced camera phones available. When in camera mode, the Xenon flash with red eye reduction will help to achieve great picture results in low-light conditions. Equally, the new illuminated Camera Icons will allow the user to select advanced camera settings (such as picture size & self timer) by simply clicking on one of the hardkeys; so no need to navigate into the full camera menu and risk missing that special shot.

No longer do poor light conditions and lack of contrast mean that the user has to delete that special picture. If a photo needs some improvement after it has been taken, then the new Photo fix solution can optimise brightness & picture contrast at the touch of a button. Meanwhile, if a user is shooting a moving object (perhaps at a sporting event), then the BestPic™ feature will let them take nine photos in quick succession and simply choose the best one. No point in missing the action.

Sharing your pictures is easily done with the K810 Cyber-shot™ phone thanks to a host of connectivity options: Picture Blogging allows you to upload your shots to your own blog site, whilst Bluetooth™ technology and USB 2.0 make it straightforward to share photos with friends or connect to your PC.

The K810 Cyber-shot™ phone is a UMTS 2100 (GSM 900/1800/1900) device available within Q2 2007. In addition, the K818 is a GSM variant intended specifically for China where 3G services are not established. Both will be available in two stylish colours: Noble Blue and Golden Ivory.

Even if you are new to camera phone photography or the Cyber-shot™ phone menu, the new K550 is designed to be an intuitive integration of highly-specified digital camera with a mobile phone. Simply by sliding open the lens cover, the camera is activated and the Cyber-shot™ menu appears in the phone's screen, which at 1.9" serves as a clear viewfinder.

And, once an image has been captured, sharing it can be done in a number of ways, each one a simple process; Picture blogging again makes it simple to send images to a blog site; support for Memory Stick Micro™ (M2™) allows the user to transfer images easily between compatible devices and Bluetooth™ 2.0 provides for simple sharing with other phones and Bluetooth-equipped devices. If a user wishes to print out their latest holiday pictures, PictBridge makes it possible to print directly via USB (provided in-box) from the K550 to a compatible printer; cutting out the computer and the complexity.

As the first Cyber-shot™ phone to support i-mode™, the K550im (distinct from the standard K550) gives the user access to a world of Internet content and email at the touch of a button. Following on from the popular K610im model, the K550im delivers a rich experience for handling imail, browsing the Internet and viewing content; all with the superior imaging capabilities synonymous with Cyber-shot™ phones.

Available in Jet Black or Pearl White, the K550 Cyber-shot™ phone is guaranteed to stand out from the crowd. A Quad-Band EDGE device launching in selected markets from Q1 2007.

Add more to your memories

Announcing at the same time as these latest Cyber-shot™ phones are two new optional accessories, designed to let the user manage their calls and their photos with ease. The Desk Stand CDS-65 allows the user to speedily transfer photographs between phone and PC via USB, or simply to synchronise data between the two while charging the phone. Attach a portable handsfree and the user can enjoy voice conversations while transferring images and music. Ideal for a home or office environment and available from Q2 2007.

For those who are regularly using their Cyber-shot™ phone (or compatible Bluetooth™ phone, Sony Ericsson or otherwise) on the move, the Bluetooth™ Car Speakerphone HCB-120 attaches effortlessly to a car's sun visor and provides for safer handsfree calling. With a digital display to show who is calling, and leading talk/stand-by times (up to 24 and 450 hours respectively), this speakerphone is a perfect compliment for the Bluetooth™ functionality in K550 & K810, and is compact enough for regular use in the car, office or home. A built-in tilt sensor ensures that the display reads the right way up.

The HCB-120 will be available from Q2 2007.

The K810/K818 & K550/K550im at a glance:

	K810/K818	K550/K550im
Imaging:	3.2 Mega pixel camera with auto focus Cyber-shot™ Xenon flash with red eye reduction Picture Blogging Active lens cover BestPic™ Photo fix Illuminated Camera Icons Picture gallery Image stabilizer Video call Camera (<i>K810 only</i>)	2.0 Mega pixel camera with auto focus Cyber-shot™ Advanced LED photo light PictBridge Picture blogging Active lens cover USB mass storage Adobe™ Photoshop Album™ (in-box)
Music	Music player and Video player TrackID™ PlayNow™ FM Radio with RDS	Music player and Video player TrackID™ PlayNow™ FM Radio with RDS
Connectivity	Memory Stick Micro™ (M2™) slot 128MB Memory Stick Micro™ in-box 64MB User Free Memory Bluetooth™ 2.0 USB 2.0	Memory Stick Micro™ (M2™) slot PC connectivity Push Email 64MB User Free Memory Bluetooth™ 2.0 USB 2.0
Support Offers	17mm thin 2.0" QVGA 262k TFT Display Full HTML browser RSS Reader Java MIDP 2.0 Flight Mode	14mm thin 1.9" 262K TFD LCD Display Full HTML browser RSS Reader Java MIDP 2.0 Flight Mode

	Speakerphone FOTA (Firmware updates over-the-air)	Instant Messaging support
In-Box Contents	128MB Memory Stick Micro™ (M2™) USB cable DCU-65 Stereo Portable Handsfree HPM-62 PC Tools & Software Adobe Photoshop Album Wrist Strap	USB cable DCU-65 Stereo Portable Handsfree Headset HPM-62 PC Tools & Software Adobe Photoshop Album
Accessories	Desk Stand CDS-65: Speedily transfer photographs or synchronise your phone and PC via USB Bluetooth™ Headset HBH-PV710: Lightweight & compact with leading talk and stand by times - up to 12 and 300 hours respectively	Bluetooth™ Car Speakerphone HCB-120: Safer handsfree calls in the car. Leading talk and stand by times – up to 24 and 450 hours respectively Bluetooth™ Headset HBH-PV702: Performance Bluetooth™ headset for everyone. Classic pen form design in black or white to match the K550/ K550im.
Availability and versions	K810: UMTS 2100 & GPRS 900/1800/1900 K818: GPRS 900/1800/1900 Talk time: Up to 10 hours (Up to 2 hours 35 minutes for UMTS) Standby time: Up to 400 hours (GSM & UMTS) Video call (UMTS only): Up to 1 hour 30 minutes Available in selected markets from Q2 2007	K550/K550im: GPRS/EDGE 850/900/1800/1900 Talk time: Up to 7 hours Standby time: Up to 350 hours Available in selected markets from Q1 2007

- ENDS -

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

The marble logo, BestPic, TrackID and PlayNow are trademarks or registered trademarks of Sony Ericsson Mobile Communications AB.
Sony, Cyber-shot, Memory Stick Micro and M2 are trademarks or registered trademarks of Sony Corporation.
Ericsson is a trademark or registered trademark of Telefonaktiebolaget LM Ericsson.
Bluetooth is a trademark or registered trademark of Bluetooth SIG and is used under license.
i-mode is a trademark or registered trademark of NTT DoCoMo, Inc.
Java and all Java-based trademarks and logos are trademarks or registered trademarks of Sun Microsystems, Inc.

FOR MEDIA INFORMATION PLEASE CONTACT:
Sony Ericsson Corporate Communications & PR
Merran Wrigley – Telephone: +44 (0) 208 762 8562
Garry Lockwood – Telephone +44 (0) 208 762 5879
General Press Telephone: +44 (0) 208 762 5858
E-mail: press.global@SonyEricsson.com