



Sony Ericsson

## Press Release

# Sony Ericsson strengthens Cyber-shot™ phone range with two models that take photos further

**Sony Ericsson's new C702 Cyber-shot™ and C902 Cyber-shot™ deliver best-in class picture quality beyond just megapixels.**

Barcelona, Spain – 10th February 2008 – Sony Ericsson today announced two high-performance additions to its popular Cyber-shot™ phone range with the launch of the **C702 Cyber-shot™** and **C902 Cyber-shot™**. The two phones, packed with the latest camera technology, make it effortless to take perfect pictures of those spontaneous moments – day or night, at a bar or the beach – and instantly share them with friends and family.

“The two new Cyber-shot™ phones that we have announced today share certain characteristics. Both phones place ease-of-use and best-in-class picture quality at the heart of their designs,” said Sven Totté, Head of Imaging Marketing at Sony Ericsson. “Yet both appeal to different audiences. One is engineered to let you take more pictures in more places and the other is designed to look as stunning as the pictures it takes.”

### **Sony Ericsson C702 Cyber-shot™ – Take pictures everywhere**

- Splash and dust resistant\* – perfect for your active lifestyle
- Single-handed camera use – for spur-of-the-moment photos
- Built-in GPS with location-based imaging – sort and view your photos according to where you took them



### **Never too extreme**

You can use the **C702 Cyber-shot™** in a range of different conditions, as its unique design means its both splash and dust resistant\*. This means that whether you're off-road or just off to the mall, your **C702 Cyber-shot™** phone can always be at your side wherever you go, whatever you do. After all, the best camera is the one you have with you.

### **Never miss a shot**

The **C702 Cyber-shot™** is engineered to let you take pictures in any position. The camera key and the active lens cover are specifically designed and placed so that you can stabilise the 3.2 megapixel camera and capture the moment with one hand - perfect for an active lifestyle. Combine this with steady-grip materials and a wrist-strap provided in-box, and the **C702 Cyber-shot™** really is geared to go more places.

Sony Ericsson  
Mobile  
Communications

Sony Ericsson House  
202 Hammersmith  
Road

Call: +44 (0) 20 8762  
5800  
Visit:

VAT Number GB781457984. Registered in England Number 4257114

\*The handset complies with standard IP54

## Never lost

The **C702 Cyber-shot™** integrates GPS and a range of location-based imaging services that really add a new dimension to taking and managing your photos. When you take a picture, information about where you are in the world is automatically added to the image. So you can always share your best moments with your friends and family according to where the shots were taken. Or you can simply sort the picture through your photo gallery on the PC or on the web.

If you are lost on your travels, Google™ Maps for Mobile locates and guides you to where you want to go, enabling you to roam free with confidence. Use GPS to pinpoint your location and then get turn-by-turn voice guidance to your destination. Find your way home or to one of up to 20 million points of interest.

## Sony Ericsson C902 Cyber-shot™ – The image and style statement

- Slim Cyber-shot™ phone with unique slide-out lens cover. Camera-ready in an instant
- Stand out design – instantly recognisable
- 5.0 megapixel camera with Face Detection and Auto Focus. Always capture the best shot possible
- Illuminated camera touch keys. Intuitive guidance around the camera settings



The slim line **C902 Cyber-shot™** will have everyone wanting to have their picture taken. Ultra-compact, stylish and with a unique lens cover that slides open to reveal the 5.0 megapixel Auto Focus camera, the **C902 Cyber-shot™** sports a camera performance beyond its sleek and slim looks. The phone's lighting dramatically signals when you are in camera mode by switching from white to blue. The eight camera touch keys come to life and let you choose between camera modes, Photo Flash, Face Detection and Auto Focus, and more with just one touch without moving your finger from the shutter button.

### Just shoot

With the **C902 Cyber-shot™** you just need to slide open the active lens cover and shoot. The Face Detection and Auto Focus capability enables the camera to detect and focus on the face of your subject rather than the background, so that you can take sharp and high quality pictures of your friends.

### Night shoot

With the **C902 Cyber-shot™** you can be confident of getting the perfect shot. The phone incorporates the latest in lighting technology – Photo Flash – giving you better quality pictures even in low-light conditions. Also, a light solution has been added to the established BestPic™ feature – which lets you take nine photos in quick succession, choose the best and delete the rest. So now you can use BestPic™ wherever you are, perhaps even to capture the dance-floor action in a club!

### **Create your own multi-media slideshow**

Use x-Pict story™ to add music and transitions to your gallery of photos and automatically create your own multi-media slideshow to share with your friends. Lights, music, action!

### **Store and share**

The **C902 Cyber-shot™** comes with a 160MB built-in memory – the equivalent of storage for up to 100 full resolution photos – plus the possibility to add even more memory with the Memory Stick Micro™ (M2) that can be bundled with the phone depending on the market.

### **Easy transfer wherever you are**

You can transfer the images on your phone to your computer by using the **CCR-70 M2 USB Adapter**, also announced today. Save your photos to the phone's memory card, remove it and pop it into the **CCR-70**. You then slot the card reader into your laptop and all your photos can be dragged across! Delete from your Memory Stick and you're ready to go and fill it up again with more memories.

The **C702 Cyber-shot™** is a UMTS/HSDPA 2100 and EDGE/GPRS 850/900/1800/1900 phone that will be available in selected markets in Speed Black or Cyan Blue from Q2 2008. The **C702a Cyber-shot™** and **C702c Cyber-shot™** are EDGE/GPRS 850/900/1800/1900 phones that will be available in selected markets within the same timeframe.

The **C902 Cyber-shot™** is a UMTS/HSDPA 2100 and EDGE/GPRS 850/900/1800/1900 phone that will be available in selected markets in Swift Black or Luscious Red from Q2 2008.

The **C902c Cyber-shot™** is an EDGE/GPRS 850/900/1800/1900 phone that will be available in selected markets within the same timeframe.

The **CCR-70 M2 USB Adapter** will also be available in selected markets from Q2 2008.

- ENDS -

#### Legal Information

- 1) Facts and features may vary depending on local variant.
- 2) Talk and standby times are affected by network preferences, type of SIM card, connected accessories and various activities e.g. games. Kit contents and color options may differ from market to market. The full range of accessories may not be available in every market.

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*Sony Ericsson Mobile Communications was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. The company serves the worldwide communications market with innovative and feature-rich mobile phones, accessories and PC-cards, and it has R&D sites in Europe, Japan, China, India and America. Sony Ericsson is the 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, please visit [www.sonyericsson.com](http://www.sonyericsson.com)*

**FOR MEDIA INFORMATION PLEASE CONTACT:**

**Sony Ericsson Corporate Communications & PR**

**Mattias Holm:** +44 208 762 6065

General Press:+44 208 762 5858

E-mail: [press.global@SonyEricsson.com](mailto:press.global@SonyEricsson.com)

Product images: [www.sonyericsson.com/press](http://www.sonyericsson.com/press)

Mobile World Congress/Sony Ericsson website: <http://www.sonyericsson.com/mobileworldcongress>

**Sony Ericsson C702 Cyber-shot™ and C902 Cyber-shot™ – At A Glance**

	C702 Cyber-shot™	C902 Cyber-shot™
<b>Camera</b>	Auto Focus 3.2 megapixel camera 2x digital zoom Face Detection Photo fix Photo light Picture blogging Red eye reduction Video recording	Auto Focus Auto rotate BestPic™ 5 megapixel camera 2.5x digital zoom Face Detection Photo fix Photo flash Picture blogging Video recording Video light Video stabiliser Image stabiliser
<b>Music/Entertainment/Navigation</b>	aGPS Google maps for mobile Wayfinder Geo tagging Album art Bluetooth stereo (A2DP) Media player Mega Bass™ Music tones (MP3/AAC) PlayNow™ TrackID™	Media player Mega Bass™ Music tones (MP3/AAC) PlayNow™ TrackID™ FM radio Java Media Video streaming Video viewing 3D games

	FM radio Java Media Video streaming Video viewing	
<b>Web/Internet</b>	Access NetFront™ Web browser RSS feeds	Access NetFront™ Web browser RSS feeds
<b>Communication &amp; Messaging</b>	Polyphonic ringtones Speakerphone Vibrating alert Video calling Email Instant messaging Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)	Polyphonic ringtones Speakerphone Vibrating alert Video calling Email Instant messaging Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)
<b>Design</b>	Dynamic themes Navigation key Picture wallpaper Wallpaper animation	Navigation key Picture wallpaper Wallpaper animation
<b>Connectivity</b>	Bluetooth™ technology Modem Synchronisation USB mass storage USB support	Bluetooth™ technology Modem Synchronisation USB mass storage USB support PictBridge
<b>Organiser</b>	Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer	Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer
<b>Accessories</b>	In-Box: <ul style="list-style-type: none"> <li>• Battery</li> <li>• Charger</li> <li>• USB cable</li> <li>• Stereo Portable Handsfree</li> <li>• Wrist strap</li> <li>• Sony Ericsson PC Suite</li> <li>• Media Manage</li> </ul>	In-Box: <ul style="list-style-type: none"> <li>• Battery,</li> <li>• Charger,</li> <li>• USB cable,</li> <li>• Stereo Portable Handsfree</li> <li>• Wrist strap in leather</li> <li>• Sony Ericsson PC Suite</li> <li>• Media Manager</li> </ul>

	<ul style="list-style-type: none"> <li>• User guide.</li> </ul> <p>Optional:  <b>USB Card Reader CCR-70</b>  Transfer photos and more easily from your phone to a PC.</p> <p><b>Bluetooth™ Headset HBH-PV703</b>  Go wireless with a powerful headset.</p> <p><b>Stereo Portable Handsfree HPM-65</b>  Light design with ear-hook for a stable fit.</p> <p><b>Camera Phone Kit IPK-100</b>  Support and enhance the use of your phone with a tripod, belt clip and compact carrying case.</p>	<ul style="list-style-type: none"> <li>• User guide</li> </ul> <p>Optional:  <b>USB Card Reader CCR-70</b>  Transfer photos and more easily from your phone to a PC.</p> <p><b>Bluetooth™ Headset HBH-PV712</b>  A powerful wireless handsfree with extra Style-up™ cover</p> <p><b>GPS-Enabler HGE-100</b>  Add GPS technology to your phone. Know where you are, where you're going and how to get there</p> <p><b>Design Collection IDC-23</b>  Black leather case with a separate credit card compartment, matching hand strap and detachable jewellery</p>
<b>Facts and Figures</b>	<p>Size: 106 x 48 x 15.5 mm  Weight: 105 grams</p> <p>Colours:  Speed Black  Cyan Blue</p> <p>Screen: 262,144 colour TFT  Resolution: 240x320 pixels  Size: 2.2 inches</p> <p>Phone memory: Up to 160MB  Memory Stick Micro™ (M2™) support</p> <p>Talk time GSM: Up to 7 hrs  Standby time GSM: Up to 300 hrs</p> <p>Talk time UMTS: Up to 5 hrs  Standby time UMTS: Up to 300 hrs</p>	<p>Size: 108 x 49 x 10,5 mm  Weight: 107 grams</p> <p>Colours:  Swift Black  Luscious Red</p> <p>Screen: 262,144 colour TFT  Resolution: 240x320 pixels  Size: 2 inches</p> <p>Phone memory: Up to 160MB  Memory Stick Micro™ (M2™) support</p> <p>Talk time GSM: Up to 9 hrs  Standby time GSM: Up to 400 hrs</p> <p>Talk time UMTS: Up to 3.5 hrs  Standby time UMTS: Up to 350 hrs</p>

<b>Availability and Versions</b>	Networks: UMTS/HSDPA 2100  GSM/GPRS/EDGE 850/900/1800/1900  Available in selected markets from Q2 2008.	Networks: UMTS/HSDPA 2100  GSM/GPRS/EDGE 850/900/1800/1900  Available in selected markets from Q2 2008.
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