

Press Release

Sony Ericsson puts music first in the W980 Walkman® phone to deliver a clear audio experience

The Sony Ericsson W980 brings an unrivalled music experience that gives you every excuse to lose yourself in acoustic bliss

Barcelona, Spain – 10th February 2008 – Sony Ericsson today revealed the **W980**, a Walkman® phone that promises to get the most out of your music. Its unique audio enhancing technology, together with the Walkman® on Top design, sees the **W980** cement Sony Ericsson's position as a true market leader in the world of music on your mobile.

“The **W980 Walkman® phone** really sets a new standard for music on your phone,” said Ben Padley, Head of Music Marketing, at Sony Ericsson. “We wanted to design a leading music player that we could combine with a feature-packed phone, all the while pioneering an audio experience that always left you wanting more. The **W980** will surpass all expectations.”

W980 Walkman® phone Created with music in mind

- **Clear audio experience**
Superior sound quality lets you enjoy your music as it was meant to be heard
- **Walkman® on Top**
Intuitive music access and control,
- **Storage solutions**
8GB internal memory lets you store up to 8,000 songs*



Be true to the original recording

The **W980 Walkman® phone** is designed to allow you to listen to music as it should be heard. Clear stereo enables the music to sound like the original recording. Clear bass delivers distortion free sound even at higher volumes. These features combine with the premium headphones, the **Stereo Portable Handsfree HPM-77**, to deliver an incredible clear audio experience and music that sounds as true as possible to the original recording

Share your music with friends

The **W980 Walkman® phone** has a built-in FM transmitter, which allows you to send whatever's playing on your phone to other devices with a built-in FM radio receiver. This gives you the ability to share your music with all those around you, whether through a friend's hi-fi or your car stereo.

Quality music is made for sharing with the W980. Unplug your headset, sit back and let the music flow through the integrated stereo speakers for all to enjoy. Select a track from the extensive music library – the W980 lets you store up to 8000 songs* – or tune in to your favourite radio station and listen out loud. No need to plug in an FM Receiver, since this is on-board with the W980.

Build your collection every day

With the recent evolution of PlayNow™ arena, Sony Ericsson's popular over-the-air (OTA) and web download service being launched this May, you will be able to access up to 5 million tracks to maximise your music collection. The **W980's** TrackID™ feature, which can identify any track that you just can't put a name to, will be fully integrated into PlayNow™ arena. This makes the W980 a genuine gateway to great music, as you can download the track instantly once it has been identified.

Customise your sound

You can tailor the W980's Walkman® player to the music that you're listening to. This latest Walkman® phone provides a choice of eight equaliser presets, each of which contains a distinct profile that is suitable to a range of music. So whether you're listening to jazz, pop or heavy metal, you've can always choose the best sound for the song.

Control your music at your fingertips

The Walkman® on Top feature on the **W980** gives you the full functionality of a Walkman® player without even having to open your phone. The entire Walkman® player that would normally be displayed on the inside of your clamshell is also replicated on the outside of the phone, so navigation through your music library is effortless.

Balance and beat

Every music enthusiast knows that a great audio experience requires great quality speakers or headphones. The **W980 Walkman® phone** comes with the new **Stereo Portable Handsfree HPM-77**; a headset that lets you enjoy music in powerful stereo sound. The **HPM-77** also allows users to take their calls handsfree, and its sleek design and in-ear wearing-style mean that it's both comfortable and reduces background noise to the bare minimum.

Whether listening via the headphones or the stereo speakers, the **W980** Walkman® phone is a must-have for those who want an unrivalled music experience, which they carry with them every minute of the day. It is a GSM/GPRS 850/900/1800/1900 phone that will be available in selected markets from Q3 2008.

The Stereo Portable Handsfree **HPM-77** will be available in selected markets from June 2008.

- ENDS -

Legal Information

*Assumes eAAC+ encoded files

- 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 colour 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

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Sony Ericsson W980 – At a Glance

Music and Entertainment	Walkman® player Clear stereo Clear bass Album art FM transmitter Shake control SensMe™ PlayNow™ TrackID™ Bluetooth™ stereo (A2DP) Music tones (MP3/AAC) 3D games Java™ FM radio with RDS Video streaming Video viewing
Camera	3.2 megapixel camera 3.2x digital zoom Picture blogging Video blogging Video recording with 4x digital zoom Photo fix Auto rotate x-Pict Story™ PictBridge printing
Internet	Access NetFront™ Web browser Web feeds Photo feeds
Communication & Messaging	Polyphonic ringtones Speakerphone Vibrating alert Video calling Email Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)
Design	Navigation key Picture wallpaper Wallpaper animation
Connectivity	Bluetooth™ technology Modem Synchronization Microsoft® Exchange ActiveSync® USB mass storage USB support

Organizer	Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer
Accessories	In-Box: <ul style="list-style-type: none"> • Battery (BST-38) • Charger (CST-70) • USB Cable (DCU-60) • Stereo Portable Handsfree (HPM-77) • Sony Ericsson PC Suite • Media Manager • User guide Optional: <ul style="list-style-type: none"> • Active Speaker MAS-100 Protective case with built-in speaker and FM radio antenna: Bring and share your music outdoors. • Bluetooth™ Car Speakerphone HCB-150 A portable handsfree solution for use in the car. • Music Portable Bluetooth™ Speaker MBS-100 Designed for rich sound. • Music Desk Stand CDS-75 The smart and convenient way to charge your phone.
Facts and Figures	Size: 92 x 46 x 16.9 mm Weight: 100 grams Colour: Piano Black Main screen: 262,144 colour TFT Resolution: 240 x 320 pixels Size: 2.2 inches External screen: 262,144 colour TFT Resolution: 176 x 176 pixels Phone memory: Up to 8 GB Talk time GSM: 9h Standby time GSM: TBD300h Talk time UMTS: 3.5h Standby time UMTS: 300h

	Music listening time: 16h
Availability and versions	Networks: UMTS/HSDPA 2100 GSM/GPRS 850/900/1800/1900 Available in selected markets from Q3 2008.