

PRESS RELEASE

World's smallest Android Smartphone – the Sony Ericsson Xperia mini – available exclusively on O2

- Sony Ericsson's Xperia™ mini – the world's smallest HD video recording smartphone now exclusive to O2
- Access to over 150,000 apps on Android Market™

September 22nd, Dublin – Sony Ericsson today announced that its new Xperia™ mini smartphone is available exclusively from O2 stores nationwide. Building on the success of the original mini series, this innovative smartphone comes packed full of features, powered by a 1GHz Qualcomm Snapdragon™ processor, and runs the latest platform of Google's Android™ – Gingerbread 2.3. Sony Ericsson's Xperia™ mini is available from Ffree on contract and €179.99 on O2 prepay.

Beautifully designed, Xperia™ mini integrates best-in-class imaging and display technology from Sony, including Reality Display with Mobile BRAVIA Engine and HD video recording (720p). The product offers a full multimedia entertainment experience. Xperia™ mini enables access to over 150,000 apps on the Android Market™ and has a 3" scratch-resistant, multi-touch glass screen. The improved user interface allows up to 16 apps displayed on the home screen. Facebook inside Xperia™, a feature just announced for the Xperia™ family, provides a unique social media integration.

Brendan Moran, Head of Consumer Operations at O2, said, "This smartphone is packed full of features, making it a perfect choice for consumers looking for all the benefits of Android in a small and easy-to-use compact form. We are delighted to be able to bring it exclusively to O2 customers."

Russell Keating, PR & Marketing Manager, Sony Ericsson Ireland said, "We wanted to provide consumers with even greater choice across the Xperia™ range, while building on the success of the original mini series. This turbo-charged smartphone now contains even more power, enhanced functionality, a larger screen and premium features unique to Sony Ericsson. Packed full of features, makes it a perfect choice for consumers looking for all the benefits of Android and Sony in a beautiful and easy to use compact form factor."

The recently launched Facebook inside Xperia™ is included in the new Xperia™ mini and soon to be available across the wider Xperia™ range. Facebook inside Xperia™ integrates social connections throughout the phone, by making Facebook immediately accessible from the most used areas of the phone such as the picture gallery, music player, phonebook and calendar. As people are becoming increasingly reliant on their smartphones for instant communication, Sony Ericsson is enabling people to 'like', share and comment more easily than ever before with Facebook inside Xperia™.

Sony Ericsson Xperia™ mini – Key features

- World's smallest Android™ smartphone with HD video recording
- Reality Display with Mobile BRAVIA® Engine

- Place up to 16 apps in the corners of your home screen
- Over 150,000 apps on Android Market™
- Facebook inside. Keeping your friends closer

Check out the Sony Ericsson Product Blog for more information: <http://blogs.sonyericsson.com/products>

Sony Ericsson' Xperia™ mini at a glance.

*Please note that all services mentioned below may not be available in every market.

	Sony Ericsson Xperia™ mini
Colours	Black, white, dark pink* and blue* *Available in bundling propositions
Facts	Operating system: Google™ Android 2.3 (Gingerbread) Processor: 1 GHz Qualcomm Snapdragon™ Size: 88 x 52 x 16mm Weight: 94g
Camera	5 megapixel camera 8x digital zoom Auto focus Face detection Face recognition Flash / LED Geo tagging HD video recording (720p) Image stabiliser Red-eye reduction Scene detection Self-timer Send to web Smile detection Touch capture Touch focus Video light Video recording Video stabiliser
Music	Album art Bluetooth™ stereo (A2DP) Music tones (MP3/AAC) PlayNow™ service Sony Ericsson Music Player TrackID™ music recognition application xLOUD™ Experience
Internet	Android Market™ Bookmarks Google™ search Google Voice Search NeoReader™ barcode scanner Pan & zoom Web browser (WebKit)
Communication	Call list Conference calls Facebook™ application Google Talk™ Noise Shield Polyphonic ringtones Sony Ericsson Timescape™ Speakerphone Twitter™ (Timescape™ integration)

	Vibrating alert
Messaging	Conversations Email Google Mail™ Instant messaging Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)
Design	Auto rotate Four corner home screen Keyboard (onscreen, 12 key) Keyboard (onscreen, QWERTY) Picture wallpaper Reality Display with Mobile BRAVIA® Engine Touchscreen Live wallpaper
Entertainment	3D games Media browser Radio (FM radio with RDS) Video streaming YouTube™
Organiser	Alarm clock Calculator Calendar Document readers E-Manual Flight mode Google Calendar™ Google Gallery 3D™ Infinite button Phone book Setup Wizard Widget manager
Connectivity	3.5 mm audio jack aGPS Bluetooth™ technology DLNA Certified™ Google Latitude™ Google Maps™ with Street View Media Transfer Protocol support Micro USB support Modem Synchronisation via Facebook™ Synchronisation via Google™ Sync Synchronisation via Sony Ericsson Sync Synchronisation: Microsoft® Exchange ActiveSync® via Moxier Client Synchronisation: Microsoft® Exchange ActiveSync® USB mass storage USB High speed 2.0 support Wi-Fi™ Wisepilot™ turn-by-turn navigation
Display	Reality Display with Mobile BRAVIA® Engine 16,777,216 colour TFT Capacitive touchscreen (multi-touch) 3 inches 320 x 480 pixels Scratch-resistant mineral glass
Memory	Phone memory (user-free): up to 320MB Memory card support: microSD™, up to 32GB

	Memory card included: 2GB microSD™
Battery life	Talk time GSM/GPRS: Up to 4 hrs 30 min* Standby time GSM/GPRS: Up to 340 hrs* Talk time UMTS: Up to 4 hrs 30 min* Standby time UMTS: Up to 320 hrs* Music listening time: Up to 25 hrs* Video playback time: Up to 6 hrs*
Networks	UMTS HSPA 900, 2100 GSM GPRS/EDGE 850, 900, 1800, 1900 UMTS HSPA 850, 1900, 2100 GSM GPRS/EDGE 850, 900, 1800, 1900
Accessories	Xperia™ mini, 1200mAh removable battery, stereo portable handsfree, 2GB microSD™ memory card, charger, micro USB cable for charging, synchronisation and file transfer, and user documentation

Legal

1) Facts and features may vary depending on local variant. 2) Operational times are affected by network preferences, type of SIM card, connected accessories and various activities e.g. playing 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 AB, SE-221 88 Lund, Sweden.

Sony Ericsson celebrates its 10th year as a joint venture between Sony Corporation and Ericsson in October, 2011. Over the years Sony Ericsson has brought together the best communication technologies with superior entertainment user experiences to create its Xperia™ line of the 'most entertaining smartphones' in the mobile handset industry. With its global corporate functions in London, Sony Ericsson has sales and marketing operations in all major regions of the world, as well as manufacturing in China, and product development sites in China, Japan, Sweden and Silicon Valley, California. For more information, please visit: www.sonyericsson.com/press

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