



## Sony Ericsson Vivaz™ pro – combining QWERTY keyboard and touch screen for optimal messaging

- Sony Ericsson Vivaz™ pro – sister phone to the flagship Sony Ericsson Vivaz™, adds QWERTY keyboard to deliver an optimised messaging experience
- 'Human curvature' design philosophy delivering beauty inside and out
- Coming to market in the second quarter of 2010

**February 14, 2010 – Barcelona** – Sony Ericsson Vivaz™ pro, announced today, adds a QWERTY keyboard to the touch screen offering, delivering a user experience optimised for messaging and entertainment. The full QWERTY keyboard allows consumers to communicate quickly and efficiently via email, SMS or social networking updates.

Just like flagship phone **Sony Ericsson Vivaz™**, announced in January, **Sony Ericsson Vivaz™ pro** allows consumers to produce and broadcast their best experiences in HD video. The open platform also allows users to personalise their entertainment experience by downloading great applications through PlayNow™ and the Symbian Developer Community.

"Having announced **Sony Ericsson Vivaz™** in January we are now adding a sister phone that includes a QWERTY keyboard along with the touch screen for a superior messaging and entertainment experience," said Daniel Sandblom Marketing Business Manager, Sony Ericsson. "**Sony Ericsson Vivaz™ pro** meets the increased consumer demand for QWERTY devices without compromising on any entertainment features."

**Sony Ericsson Vivaz™ pro** features the new design philosophy 'human curvature', which will become a consistent feature of the Sony Ericsson portfolio going forward. Designed to mirror the shape of the human body, and at the same time delivering a precise and compelling way of interacting with the phone, **Sony Ericsson Vivaz™ pro** is instantly recognisable.

### Sony Ericsson Vivaz™ pro

- Full slide-out keyboard for faster typing
- Stay in touch through email, Twitter™, Facebook, blogging and chat
- View everything on the 3.2" 16:9 wide touchscreen
- Capture the action in HD resolution – upload to YouTube via Wi-Fi™
- PlayNow™ – immediate online access to applications, games and music.



**Sony Ericsson Vivaz™ pro** supports UMTS HSPA 900/2100 and GSM GPRS/EDGE 850/900/1800/1900, UMTS HSPA 850/1900/2100 and GSM GPRS/EDGE 850/900/1800/1900.

**Sony Ericsson Vivaz™ pro** will be available in selected markets from Q2 in the colours Black and White.

Sony Ericsson is also unveiling the **Hi-Fi Stereo Headset MH710**. Enjoy best-in-class clear audio while on the move and handle music and calls with just one touch.

Log on to The Sony Ericsson Product Blog for more information:

<http://blogs.sonyericsson.com/products>

- ENDS -

### Sony Ericsson Vivaz™ pro

Camera	5.1 megapixel camera 4x digital zoom Auto focus (photos) Continuous auto focus (video) Face detection (photos) Geo tagging Image stabiliser Photo light Send to web Smile detection Touch capture Video light Video recording (720p HD recording)
Music	Album art Bluetooth™ stereo (A2DP) Media player Music player Music tones (MP3/AAC) PlayNow™ TrackID™
Web	Bookmarks Google™ search (from standby) Web feeds WebKit web browser
Voice	Speakerphone Vibrating alert Video calling (main camera)
Messaging	Conversations Email Handwriting recognition Instant messaging Microsoft® Exchange ActiveSync® Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)
Design	Auto rotate Full slide-out keyboard Picture wallpaper Symbian OST™ Touchscreen

Entertainment	<p>3D games  Facebook™ application  FM radio  Java  Twitter™ application  Video streaming  Video viewing  YouTube™</p>
Organiser	<p>Alarm clock  Calculator  Calendar  Document readers  Flight mode  Notes  Phone book</p>
Location-based services	<p>A-GPS  Google Maps™  Wisepilot™ turn-by-turn navigation</p>
Connectivity	<p>3.5 mm audio jack  Bluetooth™ technology  DLNA Certified™ (photos and audio)  Micro USB connector  Modem  PictBridge printing  Synchronisation  TV out (VGA resolution)  USB mass storage  USB support  Wi-Fi™</p>
Preloaded applications	<p>Facebook™ – social networking  Google Maps™ – navigation  QuickOffice – Microsoft® Office viewer (trial version)  PDF Viewer (trial version)  Road Sync – synchronisation  SMS Preview – messaging app  Twitter – social networking  YouTube™ – video sharing  Wisepilot™ – navigation  World Mate – clock and weather app  Quadrapop  Rally Master Pro</p>
Screen	<ul style="list-style-type: none"> <li>• 16:9 nHD touchscreen (TFT)</li> <li>• 16,777,216 colour</li> <li>• 3.2 inches</li> <li>• 360 x 640 pixels</li> <li>• Scratch-resistant</li> </ul>
Accessories	<p>In-Box:</p> <ul style="list-style-type: none"> <li>• Sony Ericsson Vivaz™ pro</li> <li>• Battery</li> <li>• stereo portable handsfree</li> <li>• 8 GB microSD™ card</li> <li>• micro USB cable for charging and file transfer</li> </ul> <p>Optional:</p> <ul style="list-style-type: none"> <li>• Hi-Fi Wireless Headset with FM Radio MW600</li> <li>• Hi-Fi Stereo Headset MH710</li> </ul>

Facts 1)2)	Size: 109 x 52 x 15 mm Weight: 117 grams  Phone memory: Up to 75 MB Memory card support: SanDisk microSD™, up to 16 GB Memory card included: 8 GB microSD™ card  Operating system: Symbian™ S60 5 <sup>th</sup> edition Processor: 720 MHz  Talk time GSM/GPRS: Up to 12 hrs 30 min Standby time GSM/GPRS: Up to 430 hrs  Talk time UMTS: Up to 5 hrs 10 min Standby time UMTS: Up to 440 hrs Video call time: Up to 2 hrs 30 min
Availability and versions	Networks UMTS HSPA 900/2100 GSM GPRS/EDGE 850/900/1800/1900  UMTS HSPA 850/1900/2100 GSM GPRS/EDGE 850/900/1800/1900 Available in selected markets from Q2 2010
Colour	<ul style="list-style-type: none"> <li>• Black</li> <li>• White</li> </ul>

#### 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 is a 50/50 joint venture by Sony and Ericsson established in October 2001, with global corporate functions located in London and operations in major markets around the world. Sony Ericsson's strategy is to become the industry leader in mobile Communication Entertainment, through new styles of interaction across the internet and social media. Sony Ericsson offers exciting consumer experiences through innovative and feature rich phones, accessories, content and applications.*

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