

Press Release

Sony Ericsson makes its move with a brand new way to experience games on your mobile

The new Sony Ericsson F305 with Motion Gaming puts ‘fun and entertainment’ at the heart of the mobile phone. In addition to horizontal gameplay and dedicated gaming controls – to let you control the action the way you are used to – the F305 lets the user control the action with a swing or a swipe of the phone.

Singapore, 17 June 2008 – Today’s announcement sees Sony Ericsson putting gaming at the heart of its latest phone release. Targeted firmly at a youth audience, the F305 with Motion Gaming lets users control games with the flick of a wrist or the swing of an arm, and then see the results straightaway on the screen. Using advanced motion sensor technology, the phone can, for example, follow your actions to imitate bowling or casting a fishing line.



With the F305 your favourite game is only one-click away. Enjoy the full gaming experience with stereo speakers, which also come in handy for sharing the latest track on the media player. Add a 2.0” screen into this pocket-sized slider phone and the **F305** takes playing games on your mobile to a whole new level.



“Gaming is no longer something you do on your own. It’s about having fun with your friends and interacting with the game” says Sven Totté, Head of Product Marketing at Sony Ericsson. “We have used motion sensor technology before in our phones and integrating it into gameplay is a natural progression.”

To complement the **F305** there is also now a handy new accessory available for the serious gamer. Although the F305 gives you up to 8 hours of gameplay, there is always now a back-up with the Power Pack CPP-100. Attach it to your keyring and when you need it, simply plug it into the phone to receive an instant battery power boost.

The F305 is about more than just gaming. Slide it open and find it packed with the latest Sony Ericsson features. Never miss a fun or unexpected moment with the phones 2.0 megapixel camera. Share your photos or music with friends via Bluetooth™ or Memory Stick Micro™ (M2™). It will also be possible to change the look of your phone with Style-up™ covers – two covers to choose from in box.

The new F305 with Motion Gaming

Fun and entertainment on the move

- Motion Gaming with three preloaded motion games, **“Bowling”**, **“Bass fishing”** and **“Jockey”** – encounter gaming in a completely new way
- Additional motion games developed by Gameloft™ plus 50 more 2D and 3D games available for download at PlayNow.
- Loud stereo speakers– enhance your gaming experience or share the latest music with friends
- Horizontal game play and dedicated gaming keys – play games the way you want
- 2.0 megapixel camera and Bluetooth™ - a complete media experience
- Expandable memory – Memory Stick Micro™ (M2™) slot.

The F305 with Motion Gaming will be available in Polar White and Mystic Black in selected markets from Q3 2008. It will be a Quad-Band EDGE phone supporting 850, 900, 1800 and 1900 frequency bands.

Power Pack CPP-100 will be available in selected markets from Q4 2008

- ENDS -

F305 with Motion Gaming - At a glance

Gaming and Entertainment	Motion gaming Horizontal gaming mode Cross key + Dedicated gaming buttons Gaming shortcut key 3D games Stereo speakers Java MIDP 2.0 PlayNow™ Media player MP3/AAC/AAC+/ eAAC+ TrackID™ Stereo FM radio Bluetooth™ stereo (A2DP)
Camera	2.0 megapixel camera 2.0” 176 x 220 TFT display
Internet	WAP 2.0 xHTML
Communication & Messaging	Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS)
Design	Style-up™ covers, two provided in box
Connectivity	Bluetooth™ technology USB mass storage
Organizer	Alarm Calculator Calendar

	<p>Phone book Stopwatch Tasks Timer</p>
Accessories	<p>In-Box:</p> <ul style="list-style-type: none"> • Colour matched Stereo Headset HPM-60 • Wrist strap • Charger • Battery • User guide • Spare back cover <p>Optional:</p> <p>Power Pack CPP-100 Instant boost to your battery</p> <p>Design Collection IDC-21 Protect your phone in style</p> <p>Stereo Bluetooth™ Headset HBH-DS220 Enjoy wireless music without missing a call.</p> <p>M2 USB Adapter CCR-70 Transfer, store and share the content of your Memory Stick Micro™ (M2™)</p>
Facts and Figures	<p>Size: 96 x 47 x 14.6 mm Weight: 97.5 grams</p> <p>Colours: Polar White Mystic Black</p> <p>Screen: Resolution: 176 x 220 TFT display (262,144 colours) Size: 2.0 inches</p> <p>Phone memory: Up to 10MB Memory Stick Micro™ (M2™) support</p> <p>Talk time GSM: Up to 8 hrs Standby time GSM: Up to 400 hrs</p>
Availability and versions	<p>Networks: EDGE 850/900/1800/1900</p> <p>Available in selected markets from Q3 2008.</p>

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- 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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Having sold over 100 million phones in 2007, Sony Ericsson is currently one of the five largest mobile phone manufacturers in the world. An important industry player operating in over 80 countries, our phones, accessories and PC cards are synonymous with innovation and style. With R&D sites in Europe, Japan, China, India and North America, diversity is one of the core strengths of the company. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson please visit www.sonyericsson.com

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