



## Press Release

# **Introducing Xperia™ M for the best of Sony connectivity and design**

- **Latest model added to the Xperia range of premium smartphones, with Xperia M offering unique Sony experiences at new price point**
- **Combines Sony's technology and design expertise with one-touch functions and a beautiful, striking form**
- **Dual SIM version also available - Xperia M<sub>dual</sub>**

**4<sup>th</sup> June 2013, London, United Kingdom** – Sony Mobile Communications ("Sony Mobile") today introduces Xperia M featuring Sony's innovative one-touch functions for effortless connectivity, and signature premium design.

Xperia M is designed to bring Sony experiences to a new market and price point; [NFC connectivity](#) for one-touch functions, stunning design and a range of technologies including: a high quality screen for sharp viewing; smart camera functionality for impressive pictures and videos; Battery STAMINA Mode for outstanding battery life; and Sony's signature media apps for enjoying photos, music, movies and games on the go, integrating Sony Entertainment Network services directly in the apps.

"Consumers looking for their first steps into the world of Xperia smartphones, would be well-advised to look at Xperia M or Xperia M<sub>dual</sub>," said Calum MacDougall, Director of Xperia Marketing at Sony Mobile Communications. "Both models benefit from Sony's proven innovation and engineering expertise, and are perfect for those who want the premium technology and experiences often only associated with high-end models."

## **Ease of sharing and enjoyment**

Xperia M features Sony's one-touch functions allowing you to easily and instantly enjoy photos and music across an array of devices, such as [Sony's SBH20 wireless stereo headset](#) and latest range of NFC-enabled BRAVIA TVs, with just a single touch.

## **Premium, signature Sony design**

Xperia M boasts Sony's now familiar OmniBalance design, first introduced in flagship Xperia Z. The aesthetic language takes the form of a precision-crafted skeleton frame, and gives the phone a seamless look that is both tactile and sleek. Designed to complement the slim style, Xperia M also features colour-changing illuminations that can be personalised to visually alert you to incoming calls, text messages and alarms.



Xperia M and Xperia M<sub>dual</sub> will be available in Black, White and Purple - a Yellow colour variation will also be available for the single SIM model.

## **Key features for Xperia M**

- One-touch functions with NFC and screen mirroring, to display content on your TV or to share music and photos between devices
- Sony's OmniBalance design, with generous [4" FWVGA touchscreen display](#) and LED illuminations
- Sony's signature audio enhancement technology ClearAudio+, xLOUD and 3D Surround Sound (VPT)
- 5 megapixel fast capture camera with auto-focus and HDR for photos, and dedicated shutter key
- Fast performance with dual-core processor
- Battery STAMINA Mode for outstanding battery life
- Available in Black, Purple, White and Yellow colour variations

## **Consistent Sony entertainment experiences**

Xperia M benefits from Sony's media applications, offering consistent entertainment experiences across mobile, tablet, desktop and console platforms. The "WALKMAN", Album and Movies apps, provide online and offline content through a single access point with new ways to enjoy and share that content. The "WALKMAN" application provides access to all your downloaded music, plus Music Unlimited\* with over 18 million songs to explore, and Facebook social integration. The "Movies" application gives consumers access to over 100,000 movies and TV series from Video Unlimited\*. The "Album" application enables easy access to Facebook friends' photos, as well as the ability to organise images both by location and, through the new "Faces" function, by the people that feature in them.

Sony's entertainment technology turns content into experiences, and with Xperia M you can enjoy these experiences for longer thanks to Battery STAMINA Mode. The latest version of Sony's battery management technology improves the standby time of your smartphone by four times or more\*\*, by automatically shutting down battery-draining apps whenever the screen is off and starting them up again when the screen is back on.

## **Xperia M<sub>dual</sub>**

The Dual SIM variant Xperia M<sub>dual</sub> lets users select between two SIMs before making a call or sending a message with just a single click. Each SIM card can also be customised separately – for example, a formal ring for business or another tune for pleasure - perfect when users want to separate work from play, and handle calls more efficiently.

Xperia M and Xperia M<sub>dual</sub> from Sony Mobile will both be available worldwide from Q3 2013.

For all the latest news, views and info on Sony Xperia smartphones, follow [@SonyMobileNews](https://twitter.com/SonyMobileNews) on Twitter.

- Ends -

\* Sony Entertainment Network services are subject to availability by region, please see [www.sonyentertainmentnetwork.com](http://www.sonyentertainmentnetwork.com) for more details.

## Key technical specifications

		<b>Xperia M</b>	<b>Xperia M dual</b>
<b>Colours</b>		Black Purple White Yellow	Black Purple White
<b>Facts</b>	Size	124 x 62 x 9.3 mm	124 x 62 x 9.3 mm
	Weight	115 grams	115 grams
	Operating System	Google™ Android™ 4.1 (Jelly Bean)	Google™ Android™ 4.2 (Jelly Bean)
	Processor	1 GHz Qualcomm MSM8227 dual-core	1 GHz Qualcomm MSM8227 dual-core
<b>Camera</b>		5 megapixel camera 4x digital zoom Album application Auto focus Face detection Fast capture Flash/Photo flash Front-facing camera (VGA) Geotagging Image stabilizer Quick Launch Self-timer Send to web Smile shutter™ Image sensor Red-eye reduction Sweep Panorama Touch capture Touch focus Video light Video recording (HD 720p)	5 megapixel camera 4x digital zoom Album application Auto focus Face detection Fast capture Flash/Photo flash Front-facing camera (VGA) Geotagging Image stabilizer Quick Launch Self-timer Send to web Smile shutter™ Image sensor Red-eye reduction Sweep Panorama Touch capture Touch focus Video light Video recording (HD 720p)
<b>Music</b>		3D Surround Sound (VPT) Album art Bluetooth™ stereo (A2DP) ClearAudio+ Clear bass Clear Phase™ Clear stereo Dynamic normalizer Manual equalizer PlayNow™ service* TrackID™ music recognition* "WALKMAN" application xLOUD™ Experience	3D Surround Sound (VPT) Album art Bluetooth™ stereo (A2DP) ClearAudio+ Clear bass Clear Phase™ Clear stereo Dynamic normalizer Manual equalizer PlayNow™ service* TrackID™ music recognition* "WALKMAN" application xLOUD™ Experience
<b>Internet</b>		Bookmarks Google Chrome™ Google Play™ Google™ search* Google Voice™ Search* Google Maps™ for Mobile with Street view and Latitude™*	Bookmarks Google Chrome™ Google Play™ Google™ search* Google Voice™ Search* Google Maps™ for Mobile with Street view and Latitude™*

	NeoReader™ barcode scanner* Web browser (WebKit™)	NeoReader™ barcode scanner* Web browser (WebKit™)
<b>Communication</b>	Call list Conference calls Facebook™ application* Friends application Google Talk™ application* Google Talk™ video chat* HD voice support Multiple IM Noise suppression Speakerphone Twitter™ application* Video chat ready Xperia™ with Facebook™	Call list Conference calls Facebook™ application* Friends application Google Talk™ application* Google Talk™ video chat* HD voice support Multiple IM Noise suppression Speakerphone Twitter™ application* Video chat ready Xperia™ with Facebook™
<b>Messaging</b>	Conversations Email Google mail™* Handwriting recognition Instant messaging Multimedia messaging (MMS) Predictive text input Text messaging (SMS)	Conversations Email Google mail™* Handwriting recognition Instant messaging Multimedia messaging (MMS) Predictive text input Text messaging (SMS)
<b>Design</b>	Auto rotation Gesture input Illumination effect On-screen 12-key keyboard On-screen QWERTY keyboard Picture wallpaper Screen capturing STAMINA mode Touch screen Voice input Wallpaper animation	Auto rotation Gesture input Illumination effect On-screen 12-key keyboard On-screen QWERTY keyboard Picture wallpaper Screen capturing STAMINA mode Touch screen Voice input Wallpaper animation
<b>Entertainment</b>	3D games Media browser Motion gaming Movies application PlayStation® Certified** PlayMemories* Radio (FM radio with RDS) Sony Entertainment Network** Video streaming YouTube™*	3D games Media browser Motion gaming Movies application PlayStation® Certified** PlayMemories* Radio (FM radio with RDS) Sony Entertainment Network** Video streaming YouTube™*
<b>Organiser</b>	Airplane mode Alarm clock Calculator Calendar Contacts Document readers eCompass™ Notes Setup guide Stopwatch Timer	Airplane mode Alarm clock Calculator Calendar Contacts Document readers eCompass™ Notes Setup guide Stopwatch Timer

		World clock	World clock
<b>Connectivity</b>		3.5 mm audio jack (CTIA) aGPS* Bluetooth™ 4.0 wireless technology DLNA Certified® Media Transfer Protocol support Micro USB support Native USB tethering Media Go™* NFC PC Companion Play Anywhere Screen mirroring Smart Connect Synchronisation via Facebook™ Synchronisation via SyncML™ Synchronisation via Google™ Synchronisation with computer Synchronisation via Microsoft® Exchange ActiveSync® USB High speed 2.0 support USB mass storage Xperia Link™ Wi-Fi® Wi-Fi® Hotspot functionality	3.5 mm audio jack (CTIA) aGPS* Bluetooth™ 4.0 wireless technology DLNA Certified® Media Transfer Protocol support Micro USB support Native USB tethering Media Go™* NFC PC Companion Play Anywhere Screen mirroring Smart Connect Synchronisation via Facebook™ Synchronisation via SyncML™ Synchronisation via Google™ Synchronisation with computer Synchronisation via Microsoft® Exchange ActiveSync® USB High speed 2.0 support USB mass storage Xperia Link™ Wi-Fi® Wi-Fi® Hotspot functionality
<b>Display</b>		4" 854x480 pixels 16,777,216 colour TFT Scratch-resistant touch panel cover glass	4" 854x480 pixels 16,777,216 colour TFT Scratch-resistant touch panel cover glass
<b>Memory</b>	Internal phone storage	4 GB (up to 2 GB user-accessible memory)***	4 GB (up to 2 GB user-accessible memory)***
	Expansion slot	microSD™ card, up to 64 GB	microSD™ card, up to 64 GB
<b>Networks</b>		UMTS HSPA+ 900 (Band VIII), 2100 (Band I) MHz UMTS HSPA+ 850 (Band V), 1900 (Band II), 1700 (Band IV), 2100 (Band I) MHz GSM GPRS/EDGE 850, 900, 1800, 1900 MHz	UMTS HSPA+ 900 (Band VIII), 2100 (Band I) MHz UMTS HSPA+ 850 (Band V), 1900 (Band II), 1700 (Band IV), 2100 (Band I) MHz GSM GPRS/EDGE 850, 900, 1800, 1900 MHz
<b>Battery life***</b> *	Battery (removable)	1750 mAh, typical 1700 mAh, minimum	1750 mAh, typical 1700 mAh, minimum
	Talk time GSM	Up to 10 hours 16 min.	Up to 10 hours 16 min.
	Standby time GSM	Up to 498 hours	Up to 429 hours

	Talk time UMTS	Up to 9 hours 3 min.	Up to 9 hours 3 min.
	Standby time UMTS	Up to 454 hours	Up to 441 hours
	Music listening time	Up to 39 hours 23 min.	Up to 39 hours 23 min.
	Video playback time	Up to 6 hours 35 min.	Up to 6 hours 35 min.
<b>In the kit</b>		Xperia™ M, battery, charger, micro USB cable for charging, synchronisation and file transfer, and user documentation.	Xperia™ M <sub>dual</sub> , battery, charger, micro USB cable for charging, synchronisation and file transfer, and user documentation.

\* This service is not available in all markets.

\*\* This service is not available in all markets and may not be available at the time of launch.

\*\*\* Memory comprises of approximate 1.2 GB firmware and 2 GB internal storage used for music, pictures and movies, and downloaded applications and their data

\*\*\*\* Values are according to GSM Association Battery Life Measurement Technique as performed in controlled laboratory conditions. Battery performance may vary depending on network conditions and configurations, and phone usage.

#### **FOR MEDIA INFORMATION PLEASE CONTACT:**

For more information, images and videos please visit: [www.sonymobile.com/pressreleases](http://www.sonymobile.com/pressreleases)

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#### **About Sony Mobile Communications**

Sony Mobile Communications is a subsidiary of Tokyo-based Sony Corporation, a leading global innovator of audio, video, game, communications, key device and information technology products for both the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Through its Xperia™ smartphone portfolio, Sony Mobile Communications delivers the best of Sony technology, premium content and services, and easy connectivity to Sony's world of networked entertainment experiences. For more information: [www.sonymobile.com](http://www.sonymobile.com)

#### **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. 3) Icons displayed are for illustrative purposes only. The home screen may appear different in your product. Some features may not be available in your country or area.

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