SONY

Press Release

Xperia™ M2 Aqua, the waterproof[1] smartphone for everyone

- **The world's highest level of waterproofing available in a smartphone[2] at a price that suits everyone**
- **Snap incredible photos in and out of the water with a stunning 8MP camera and Sony's suite of creative Xperia camera apps**
- **Sony's flagship experience in a premium design with ultra-fast LTE and best-in-class processor performance for better entertainment on the go**
- **World's highest smartphone battery capacity in its category[3] with long-lasting 2300mAh battery**
- **Best-in-class 4.8" qHD display, perfect for one-handed usage**

19 August, 2014, London, UK – Sony Mobile Communications ("Sony Mobile") today introduces [Xperia™ M2 Aqua, the first smartphone to bring Sony's popular waterproof technology to a mid-range price-point](). Featuring Sony's signature OmniBalance design and a fantastic 8MP camera, Xperia M2 Aqua not only brings waterproof technology to a new tier of smartphones, it improves on that technology, offering the highest waterproof rating (IP65/68) in a smartphone[2].

"Xperia M2 Aqua is a significant milestone in our product portfolio as we bring yet another of our signature technologies to a new category of smartphones," says Calum MacDougall, Director of Xperia Marketing at Sony Mobile. "The popularity of Xperia M2 showed us that there was a huge demand for premium Sony features at an affordable price-point. Following consumer feedback, we've now taken this a step further by bringing our waterproof expertise to a mid-range smartphone for the first time with Xperia M2 Aqua. It is a smartphone that lets customers take the best of Sony technology and entertainment with them wherever they go – come rain or shine – and we are excited to bring it to market."

Simply the best

Xperia M2 Aqua is a stunning example of what is now possible in a mid-range smartphone. The Xperia M2 Aqua features a Qualcomm® Snapdragon™ 400 processor with quad-core 1.2 GHz CPUs[4] and 4G LTE capabilities for incredible speed, allowing users to download large files and enjoy stunning visuals while capturing memories, streaming movies or playing the latest games. The 2300 mAh battery, the highest capacity of any smartphone in its class[3], makes sure you can keep going all day. Or, switch on Battery STAMINA Mode and keep your smartphone going even longer.

When it comes to snapping pictures, wherever you are, Xperia M2 Aqua will excel. It combines an 8MP camera with Sony technologies like Exmor RS™ for mobile image sensor, HDR imaging, SteadyShot™ for video, Xperia camera apps and a dedicated camera button to help you capture the perfect shot every time, whether that's above or below the water.

More than a camera

Sony's smart social camera ecosystem allows your smartphone's camera to become much more than just a way of taking pictures. Xperia camera apps like Social Live allow you to broadcast special moments live to your Facebook account whilst Picture effect and AR effect allow you to add animations and colours over your photography for a fun or nostalgic look. And to make sure you get the shot you want especially when your subject is moving, Timeshift burst starts snapping even before you press the camera button, taking 31 pictures in just 2 seconds to ensure you capture that perfect moment.

To keep offering new and innovative uses for smartphone cameras, Sony is also working with third party developers to offer a growing range of new Xperia camera apps. To download more Xperia camera apps such as Vine and Motiongraph simply go into your camera viewfinder and then click on '+Apps' to see all the latest apps available on Sony Select to enhance your smartphone experience.

Bright and beautiful

Xperia M2 Aqua is a perfect showcase for all your favourite pictures and movies. Drawing on years of experience in display technologies, the bright 4.8" qHD display delivers rich and vibrant colours. The high quality IPS display also delivers clear viewing from any angle for the best entertainment experience on the go.

Great entertainment wherever you are

Sony smartphones are about much more than the latest hardware, and Xperia M2 Aqua is no exception. Ease of use, innovation and craftsmanship are the heart of our software development to deliver the most enjoyable user experience through an intuitive user interface as well as integrated applications and services. Xperia M2 Aqua will come pre-loaded with the latest Walkman® and Movies applications, offering instant access to a world of music and movies through Sony's Music Unlimited and Video Unlimited[5].

Music lovers can enjoy your tunes wirelessly with the Stereo Bluetooth Headset SBH 20 or plugged-in using the high quality stereo headset STH30.

Lifelog, SmartWear and more one-touch connections

Xperia M2 Aqua uses Sony's NFC technology to allow one-touch connectivity with a huge range of other Sony devices from SmartWear through to headsets, speakers, home audio, TVs and much more.

With Sony's Lifelog application pre-loaded on all devices, try connecting to the Sony SmartBand SWR10 to create an automatic 24/7 diary of your activities, entertainment and memories. Plus, with SmartBand you'll never need to worry about losing your phone or missing a call with a series of customisable smart notifications delivered straight to your wrist.

Available in your choice of black or white colours, Xperia M2 Aqua will roll out from Autumn 2014 to markets including Latin America, Asia Pacific and Europe.

For more information on Xperia M2 Aqua, please visit:
http://www.sonymobile.com/global–en/products/phones/xperia–m2–aqua/specifications/

<div align="center">

-Ends-

</div>

FOR MEDIA INFORMATION PLEASE CONTACT:
For more information, images and videos please visit:
http://blogs.sonymobile.com/category/press-releases
Sony Mobile Communications, Global Communications & PR department
General Press: +44 208 762 5858

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 and tablet portfolio, as well as innovative SmartWear products, 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

---

[1] In compliance with IP65 and IP68, the Xperia M2 Aqua is protected against the ingress of dust and is waterproof. Provided that all ports and covers are firmly closed, the phone is (i) protected against low pressure jets of water from all practicable directions in compliance with IP65; and/or (ii) can be kept under 1.5 metres of freshwater for up to 30 minutes in compliance with IP68. The phone is not designed to float or work submerged underwater outside the IP65 or IP68 classification range. This may void your warranty

[2] Xperia M2 Aqua is a dust tight and waterproof (in compliance with IP65/68) smartphone. Specifications verified by Strategy Analytics' SpecTRAX & PriceTRAX Services as of 17th July 2014, for more information on Strategy Analytics results go to: www.sonymobile.com/testresults/

[3] Category defined by Strategy Analytics as water-resistant smartphones with a global launch price of less than 250EUR NET (MSRP/RRP). M2 Aqua is a waterproof (in compliance with IP65/68) smartphone with a 2300 mAh battery. Specifications verified by Strategy Analytics' SpecTRAX & PriceTRAX Services as of 17th July 2014, for more information on Strategy Analytics results go to: www.sonymobile.com/testresults/

[4] The Snapdragon 400 processor is a product of Qualcomm Technologies, Inc.

[5] Sony Entertainment Network services are subject to availability by region. Please visit www.sonyentertainmentnetwork.com for more details. The number of tracks available from this catalogue varies by country and may be fewer than stated.