

Press Release

Sony expands SmartWear Experience range with two new additions for Lifelog - SmartBand Talk and SmartWatch 3

- SmartWear Experience is Sony's vision for smart, wearable technology founded on three principles: lifelogging, flexible style and intelligent notifications
- SmartBand Talk is a powerful lifelogger, bringing call handling and voice control from your wrist, with an always-on curved 1.4" e-paper display
- SmartWatch 3 is the first smartwatch specifically designed for the latest Android Wear updates
- Desktop web interface, and open API for Lifelog app later in 2014, bringing new experiences and further opportunity for personalisation
- Announcement of Roxy collaboration for limited edition SmartBand SWR10 styles

3rd September 2014, IFA, Berlin – Sony Mobile Communications ("Sony Mobile") – Sony Mobile today announced the addition of two new products to its SmartWear Experience range, Sony SmartBand Talk and [SmartWatch 3](#). Both talk to the popular Lifelog, the accompanying app designed to help you understand more about the way to live and move, so you can improve and enrich your life.

"Life is a journey, and journeys are made up of stories and experiences that define you – this is the underlying principle for Lifelog, the Android app at the heart of our SmartWear Experience. We're going beyond mere fitness tracking and number crunching, to help you log and preserve those emotional moments that matter" said Kunimasa Suzuki, President and CEO, Sony Mobile Communications. "As a pioneer of smart and wearable technology, SmartBand Talk, SmartWatch 3 and Lifelog don't merely

affirm Sony's leadership in the space, but as the innovators who dare to be different – bringing the world choice; products and services no else can, or will.”

SmartBand Talk – a powerful lifelogging wearable, with intuitive features

[SmartBand Talk is a powerful lifelogger](#), built for users who live life to the fullest.

With its built-in microphone and speaker, SmartBand Talk comes equipped with a short call function so you can talk into it and hear your caller, with HD Voice support – perfect for when you're on the move or your phone is out of reach. Through Sony's integrated Voice Control¹ technology, you can also assign your own sounds to life bookmarks and use your voice to carry out specific smartphone operations.

SmartBand Talk's curved, always-on 1.4" e-paper display is a fresh creative approach, based on consumer feedback. It's low-power but highly visible and clear; you can monitor Lifelog activity, view notifications and the time at a glance.

New built-in accelerometer and altimeter sensor technology feels how you move – and how much – to provide an accurate overview of your daily physical activity; whether it be walking, running or climbing. You can see how active you were and how you have been communicating, as it pulls all of your information from your smartphone and then enables you to view it on its e-paper display screen, wherever and whenever you like.

As you'd expect, SmartBand Talk is waterproof² (IP68 rated), and launch styles will include Black and White, with extra vibrant colours available later in the year – so something for everyone, whether blending in with your work clothes or a fun accessory to a casual outfit, allowing you to express your individual style.

SmartWatch 3 - Sony's latest generation "smartwatch", powered by Android Wear

After leading the market since 2007, SmartWatch 3 is Sony's latest generation SmartWatch, but [the first specifically designed for the latest Android Wear updates in close collaboration with Google](#). This partnership matches Sony's leadership in smart, wearable products with Google's software and platform expertise to create a unique wearable experience founded on both hardware and software innovation.

Android Wear organizes your information, suggests what you need, and shows it to you before you even ask. You can get messages from your friends, appointment notifications, and weather updates at a glance. It could be flight information, tips based on your interests or messages of any kind, so user input is seldom necessary. But if you need to interact with Android Wear, voice is easiest way.

Even without your Android smartphone, SmartWatch 3 is a fun and useful accessory with impressive standalone functionality. The built-in microphone, and Accelerometer, Compass, Gyro and GPS sensor technology means more accurate, more powerful lifelogging.

SmartWatch 3 offers significant step ups from SmartWatch 2, including a 1.6" 320x320 TFT LCD Transflective display for visibility in bright sunlight, set within a stainless steel back panel, for a premium look and feel. It is of course waterproof, rated IP68³ – and charges via a standard microUSB port.

It has a built-in 4GB local memory, that means you can sync playlists, and simply connect with a Bluetooth headset to listen. You can do this before a run, leaving the smartphone at home and still have great music offline – you can also track that run with GPS and Lifelog.

It will be available in Classic (Black) and Sport (Lime) editions, with extra colour straps available in Pink and White after launch.

Lifelog – a personal Android application, that captures and tells your story

Downloadable from the Google Play Store, Lifelog is a fun Android app built to enable you to set and achieve goals, bookmark memorable moments, and revisit memories any time, so that you get to know yourself better.

SmartBand Talk and SmartWatch 3 both enable and present [lifelogging activity and data on the wrist](#), but also connect to the application on your Android smartphone via Bluetooth® and NFC, once you connect to your Sony Entertainment Network³ account.

Sony is previewing a new web interface login for Lifelog, accessible from the Sony Mobile website later this year, designed to give users even more visibility and control over their lifestyle data. And, during 2014, Sony will open up the API for partners to integrate services with Lifelog or build completely fresh experiences.

Sony outlined that together with accessories brand Proporta, it would soon share SmartBand SWR10 collections featuring licensed designs from leading labels, Ted Baker and Barbour.

Sony also introduced a new collaboration with famous and popular lifestyle brand – Roxy, the female surf, snowboard, clothing and accessories brand - to bring limited edition SmartWear styles to market later this year.

SmartBand Talk and SmartWatch 3 – the fashionable new additions to Sony's SmartWear Experience range will launch later in Autumn 2014.

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¹ SmartBand Talk Voice Control will be available at launch, initially supporting Japanese, UK and US English, French, German, Italian and Spanish.

² In compliance with IP65 and IP68, SmartBand Talk and SmartWatch 3 are protected against the ingress of dust and are waterproof. Provided that all ports and covers are firmly closed, the products are (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. They are not designed to float or work submerged underwater outside the IP65 or IP68 classification range. This may void your warranty

³ Sony Entertainment Network services are subject to availability by region. Please visit www.sonyentertainmentnetwork.com for more details.