



Press Release

Introducing Xperia™ E3: The fun and fast smartphone that brings you flagship experiences without the price tag

- **Slim and light flagship design that is perfect for one-handed use**
- **5 megapixel camera with Xperia™ camera apps for beautiful and creative imagery**
- **Generous 4.5" screen with IPS to experience viewing in high-quality from any angle**
- **Ultra-fast Qualcomm® Snapdragon™ quad-core performance and 4G LTE capabilities to load content without any delays**
- **A dual SIM variant is also available for added flexibility**

IFA, Berlin, 3rd September 2014 – Sony Mobile Communications ("Sony Mobile") today presents Sony's Xperia™ E3. Xperia E3 provides unmatched entertainment with fun features including creative camera apps. Its [ultra-fast performance and 4G connection](#) also allows consumers to experience all its features in full throttle. With a quality flagship design body to complement, Xperia E3 is the ultimate smartphone for young consumers, without an expensive price tag.

Calum MacDougall, Director of Product Marketing Programme, at Sony Mobile Communications said: "We're pleased to introduce Xperia E3, a handset that matches form with function at an affordable price point. E3 combines fast performance with impressive features, all wrapped in our flagship Z series design that you can be proud to show off."

Stunning looks that never get old

Sharing the same beautiful design style as Sony's new flagship Z3 series smartphones, Xperia E3 is beautifully crafted and makes a style statement right out of the box. Being both slim and lightweight, E3 is conveniently designed for easy use with just one hand, meaning that all of your multi-tasking issues are eliminated. Xperia E3 also enables you to express your individual style, as it is available in a range of striking, standout colours including white, black, lime, and copper (colours may vary by market).

Whilst most devices begin to deteriorate through wear and tear, the corners on Xperia E3 are designed to prevent scratches in case of an unexpected bump. Teamed with a scratch-resistant screen made of durable tempered glass, E3 will keep looking smart and shiny for longer so you can continue to show it off.

Attention-grabbing features, designed to distinguish you from the crowd

Every detail of Xperia E3 is made to set you apart, and it incorporates cutting-edge technology and exclusive features from our Z series for continuous fun experiences.

The 5 megapixel camera with HDR allows you to capture stunning photos even with back light and to record HD videos. Creative camera apps such as *Timeshift burst* and *AR effect* take your photos beyond the same old, tired filters. Download new *AR fun* to mix reality with 3D effects that change as you move the camera. Share your videos live to Facebook via the *Social live* app or to YouTube via the *Live on YouTube – by Xperia™* app.

Taking the power of control to the next level, E3's 'shake to start' app lets you customise shortcuts to any app. With a simple flick of the wrist you can launch or open Facebook, making accessing your favourite apps easier than ever. The 'shake to start' app allows you to control your phone – and impress friends – in all new ways.

Faster, longer, better entertainment

Xperia E3 will come pre-loaded with Sony's latest media apps offering instant

access to a world of music and movies through Sony's Music Unlimited and Video Unlimited servicesⁱ. Additionally in selected markets, Xperia E3 will come with an exclusive entertainment package including a 30 day Premium subscription trial of Sony's Music Unlimited* cloud-based digital music service and three blockbuster movies from Sony Pictures including The Amazing Spider-Man 2, Captain Phillips and Ghostbusters.

Xperia E3 features the advanced Qualcomm® Snapdragon™ 400 processor³ with quad-core 1.2 GHz CPUs and 4G LTE capabilities allowing you to load all your movies, music and games instantly without any irritating interruptions. And of course with [Xperia E3 connecting to 4G networks, downloading, surfing and sharing is faster and smoother](#) than ever.

Experience all of this stunning entertainment on [Xperia E3's generous 4.5" display](#) with Sony's leading TV technology and IPS for wide viewing angles, while its long-lasting 2330 mAh battery with Battery STAMINA Mode keeps the smartphone going for 14% longer usage, so you can keep the fun streaming in.

For added flexibility, [E3 is also available in a dual SIM variant](#). Sony's dual SIM management technology means that users can keep both SIMs active and never miss a call, even when talking on one of them.

Enhancing accessories to accompany your smartphone

With Sony's broad range of accessories you can also enhance your experiences even further by connecting them to your Xperia E3. [SmartBand SWR10](#) is an innovative life-logging wristband that lets you keep track of everything you do and presents it back to you through a beautiful visualisation in the accompanying Lifelog application. Accelerate your music to the max with [BSP10 Bluetooth® Speaker](#) – a portable Bluetooth® speaker with Qi wireless charging, superior sound and premium Sony design. [SBH60 Stereo Bluetooth® Headset](#) is a uniquely designed wired and wireless Bluetooth® headset, with call handling and media remote control functionality for everyday use.

Xperia E3 will launch globally from autumn 2014.

For the full specifications, please visit:

<http://www.sonymobile.com/global-en/products/phones/xperia-/specifications>

¹ 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.

² Content offer subject to market availability. Movies offer available in selected markets only

³ The Snapdragon 400 processor is a product of Qualcomm Technologies, Inc.

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<http://blogs.sonymobile.com/category/press-releases>

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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 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

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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 homescreen may appear different in your product. Some features may not be available in your country or area.

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