



Press Release

Sony launches new lifestyle apparel with ROXY

Sony Mobile Communications ("Sony Mobile") – Sony Mobile today unveils [the new SmartBand with ROXY](#), rolling out now. A collaboration with the iconic women's outdoor sports lifestyle brand; it represents limited edition, adventure-inspired, purpose-driven fashion that motivates you to live for the moment.

"Fashion and technology both play integral parts in our lives, and we've finally reached a tipping point where the lines are blurring – wearable technology is the natural bridge between these two converging worlds." said Jeanna Kimbre, Director; Creative Product Design at Sony Mobile Communications. "SmartBand with ROXY is a result of this exploration, the latest addition to our SmartWear range – wearable technology that offers choice, whatever your style, taste or personality."

SmartBand with ROXY will delight active lifestyle and sports fanatics, particularly the eye-catching cobalt blue wave embellishment. With a waterproof¹ (rated IP58) design, it's perfect for experiencing the thrill of that next adventure, and then preserving those memories with the popular Lifelog app.

Justine Mauvin, ROXY and Sony ambassador comments: "I'm delighted to be supporting the launch of the SmartBand with ROXY. It fits perfectly into my busy lifestyle - I can leave my smartphone in my bag and wear it out and about. Not only does it alert me of any incoming calls or messages, being a music lover, it also makes listening and controlling my favourite beach playlist much easier!"

SmartBand with ROXY is a 24/7 wearable device; waterproof at 3 meters depth, for 30 minutes (rated IP58) despite its exposed microUSB port. It's light, unobtrusive and the independent "core" means it can be carried or worn as you wish. The wearable technology in SmartBand with ROXY talks to the Lifelog app and your Android smartphone via Bluetooth® and NFC. When out of range (up to 10m) from the smartphone, a vibrating alert will prompt you to let you know. SmartBand with ROXY will also measure your sleep cycle, to wake you up at the optimum time. And, once calls, messages, Likes or tweets are received, SmartBand with ROXY will vibrate to notify. It can also be used to play, pause and skip tracks in Sony's WALKMAN² app by pressing the key, and tapping the band.

SmartBand with ROXY is available to buy from this month at Sony's online store.

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About ROXY

ROXY is a brand of Quiksilver, Inc. (NYSE: ZQK), the world's leading outdoor sports lifestyle company which designs, produces and distributes a diversified mix of branded apparel, surf and swimwear, winter sports equipment, footwear, accessories and related products. The Company's apparel and footwear brands represent a casual lifestyle for young-minded people that connect with its boardriding culture and heritage

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

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

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www.sonymobile.com/global-en/legal/trademarks-and-copyright/

¹ In compliance with IP55 and IP58, SmartBand with ROXY is protected against the ingress of dust and is waterproof. It is protected against low pressure jets of water from all practicable directions in compliance with IP55; and/or (ii) can be kept under 3.00 meters of freshwater for up to 30 minutes in compliance with IP58. Core is not designed to float or work submerged underwater outside the IP55 or IP58 classification range that may lead to your warranty will being void. Find out more www.sonymobile.com/testresults

² Sony Entertainment Network services are subject to availability by region. Please visit www.sonyentertainmentnetwork.com for more details.