

SONY

No let up for Sony in wearables, with new SmartWear products, styles and partnerships announced at CES 2015

- New look, sleek stainless steel SmartWatch 3 rolls out from February 2015
- Lifelog Web, and open API launch - with first collaborations from If This Then That, Withings and Habit Monster
- Introduction of a prototype concept - an all-in-one headset-style device with sensors optimised for running: Smart B-Trainer

5th January 2015, CES, Las Vegas - Sony Mobile Communications ("Sony Mobile") - At CES 2015 Sony introduced new products, partners and experiences to its evolving SmartWear range - a sleek stainless steel edition of SmartWatch 3, [new Lifelog collaborations](#), and concept wearable devices, including a multi-sensor, waterproof headset prototype, from Sony Corporation, designed for optimising performance and providing real time insight on the running track.

"Our approach to [smart, wearable technology](#) is based on the fundamentals of building depth and variety in user experiences, and providing choice with beautiful, functional products," said Kaz Tajima, Senior Vice President, Head of UX Creative Design and Planning at Sony Mobile Communications. "The expansion of Lifelog - both in terms of its open API and our vision for new wearable concepts - will allow creative partners to integrate their apps and services to our platform - giving our users access to the richest, most varied wearable ecosystem."

Designing for modular technology, with SmartBand SWR10

At CES last year, Sony first showcased [SmartBand SWR10 – a 24/7 wearable device; fully waterproof¹](#) (rated IP58) despite its exposed microUSB port. A light, unobtrusive wearable that first featured Sony's modular approach – the independent “core concept” – it allowed the technology to be worn in different colours and styles, to suit individual taste and personality.

Over the past year, Sony Mobile has worked with creatives and brands from across the lifestyle, fashion, and design spectrum to explore custom apparel, establishing collections for Sony SmartWear from the likes of Jack Vartanian, ALTEWAISAOME, and Ted Baker – and most recently, the popular women's lifestyle brand, [ROXY](#).

An elegant creative approach - SmartWatch 3, now in stainless steel

After launching in partnership this past Autumn with Google, [SmartWatch 3 is Sony's latest generation “SmartWatch”](#).

Sony unveiled the new stainless steel edition of SmartWatch 3, rolling out globally from next month.

SmartWatch 3 in beautiful stainless steel matches contemporary with timeless aestheticism for a premium look and feel. It features a 1.6” 320×320 TFT LCD Transflective display for visibility in bright sunlight, and is of course water protected², rated IP68 – it charges via a standard microUSB port.

To further broaden the range of wearing styles available, Sony also unveiled a new SmartWatch 3 holder, allowing users and partners alike to customise SmartWatch 3 with any standard 24mm watch strap; available from the early part of 2015.

Even without your Android smartphone, SmartWatch 3 is a fun and useful accessory with impressive standalone functionality - featuring native music playback, intelligent sensor technology and a unique inbuilt GPS sensor.

Golfshot and iFit are two developers already creating Android Wear experiences with SmartWatch 3's standalone capability, for both performance on the course and track respectively - from January, every SmartWatch 3 user will have exclusive access to the premium Golfshot and iFit apps out of the box³.

Sony also announced a new collaboration with Virgin Atlantic - to explore SmartWear initiatives together, to develop unique solutions using Sony's SmartWear products to support operational activities and enhance the customer service experience for Virgin Atlantic customers. More news will follow over the coming months.

Lifelog - inspiration through insight, for any Android user

Downloadable from the Google Play Store, Lifelog is the popular Android app built to help you set personal goals, monitor progress, get to know yourself better and make smarter choices about your health, entertainment, and more.

Users can now access Lifelog through their browser at lifelog.sonymobile.com. It's a new web interface that uses the open API functionality and latest HTML5 technologies, for a more visual experience. The site will work with any screen size, from your smartphone to your tablet to your TV - all you'll have to do is log in using your Sony Entertainment Network⁴ account.

The new feature reflects Sony's strategy to regularly bring new functionality and features to Lifelog, to keep the experiences as current as they possibly can be.

Creating new experiences, with open principles

Sony is teaming up with a variety of lifestyle and health apps, so you can get the most out of the services you already love and discover new ones, to complement your SmartWear and Lifelog experience. Starting soon, Lifelog will enable you to:

- Access Recipes on **IFTTT** for intuitive connections between Lifelog and your favourite apps
- Develop healthy habits with **Habit Monster**, so you can learn more about yourself within Lifelog
- Use **Withings** Smart Body Analyzer and its other connected health devices, to monitor your weight, BMI, and body fat in Lifelog

“Lifelog is inspiration through insight, and our first partners are helping us bring this to life in new ways” said Yasuharu Nomura, Director of Experience Planning at Sony Mobile Communications. “We specifically designed the Lifelog platform on open principles, with capability that will help developers to build new experiences and access the Sony ecosystem like never before – it’s going to be an exciting year ahead.”

Exploring new wearable concepts and contextual sensor technology

Off the back of launching the software development kit, Sony Corporation is also sharing new applications for current prototype, SmartEyeglass Developer Edition, along with a new conceptual style, SmartEyeglass Attach! – a single lens display module for attaching to regular glasses, allowing developers to create applications for sport and performance.

Sony Corporation’s Smart B-Trainer prototype was also introduced - a waterproof all-in-one headset style device with multi-sensor capability specifically designed for runners. The current prototype features inbuilt

memory - and will provide voice coaching, as well as music playback, intelligently suggesting the most suitable soundtrack to accompany a runner during a workout.

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¹ In compliance with IP55 and IP58, SmartBand SWR10 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. The core concept 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 In compliance with IP65 and IP68, SmartWatch 3 is protected against the ingress of dust and is water protected. 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. It is not designed to float or work submerged underwater outside the IP65 or IP68 classification range. This may void your warranty

³ Availability and timing may vary by market. New users in Canada and United States will be entitled to premium app versions; 3 months iFit and 1 year Golfshot. Users in rest-of-world markets will be entitled to premium app versions; 3 month iFit and 30 days Golfshot

⁴ Sony Entertainment Network services are subject to availability by region. Please visit www.sonyentertainmentnetwork.com for more details.