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Xperia™ E4g – the easy-to-use, speedy smartphone with Sony quality

- **Get started without the wait - speedy set up with Xperia™ Transfer, and automatic camera settings**
- **Sleek Sony design inside and out, with minimalistic design and customisable interfaces**
- **Do more for longer, with two-day battery life¹, NFC connectivity and easy customisation options**
- **Super-fast 4G LTE connectivity delivers the speed you need for information and entertainment on the go**
- **Available in Black and White colour options**

London, 24th February 2015 – Earlier this month, Sony Mobile Communications (“Sony Mobile”) introduced [Xperia™ E4; the affordable, easy-to-use smartphone with great battery life](#) – in a quality Sony design. Now, Sony unveils the exciting Xperia™ E4g smartphone, offering the same ease-of-use and powerful battery performance - with fast 4G LTE connectivity.

“Xperia E4 set out to bring many of the premium features people expect of Sony to lower-tier devices; Xperia E4g brings that same quality and ease of use - but with super-fast 4G LTE connectivity” said Tony McNulty, Vice President, Value Category Business Management at Sony Mobile Communications. “With simple set-up and unrivalled 2 day battery life, we believe both models represent value for those who want premium Sony technology and experiences often only associated with high-end devices.”

Get started without the wait - speedy set up... just point and shoot!

Xperia E4g is built to ensure that you can set up and enjoy your new smartphone, from the moment you pull it out of the box. For those new to Xperia, migration from other Android, Windows or BlackBerry devices is super quick and easy. [The Xperia Transfer app, allows you to move contacts,](#)

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[photos, bookmarks, apps, music, messages](#) and much more securely, without the hassle – or worry of losing anything important.

Smartphone photography is made easy, with Auto scene Recognition automatically recognising and optimising capture settings for up to 52 scenarios for the perfect shots wherever you are. And, with NFC you can share your images easily with just one-touch.

Xperia E4g features Sony's minimalist Android skin, but also brings the Simple Home interface providing larger icons and all your favorite apps on one screen, with those you don't need stored neatly away in folders - perfect if you prefer to use your smartphone for specific functions.

Right on cue, with signature Sony design

Xperia E4g is Sony inside and out; rounded and robust, perfect for one hand usage. Available in classic Black and White, Xperia E4g retains that timeless Xperia form - a precision-cut power button, elevated mirror-finish logo and stainless steel camera ring and a scratch-resistant screen to add an extra layer of premium.

Built for speed - 4G LTE and two-day battery life, powered by a 1.5 GHz Quad-core processor

[Xperia E4g is 4G LTE ready](#) – which means you can enjoy the fastest news and information download, find your way using maps, check and send email, send pictures to friends and family in seconds, and enjoy lag-free music streaming on the go.

Sony's latest smartphones are recognised for unrivalled battery life. Xperia E4g is no different, packing a powerful 2300mAh battery that gives you up to two-day's battery life¹; eliminating the need for regular charging. If that isn't enough, one click activates Battery STAMINA Mode to regulate power management, and Ultra STAMINA Mode keeps your phone running on its core functions for a week.

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Supporting slick and fast performance, [Xperia E4g has a highly-tuned 1.5 GHz Quad-core processor](#), meaning that you can run multiple apps, surf the web and stream videos all at once.

Xperia E4g launches from April for around €129². It will also be available in a Dual SIM variant - for full specifications please visit: <http://www.sonymobile.com/global-en/products/phones/xperia-e4g/specifications/>

- ENDS -

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

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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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1 Based on multiple battery performance tests conducted between December 2014 and January 2015 in a laboratory under an active use conditions reflective of the Typical Smartphone User by Sony Mobile Communications Inc. For more information go to: www.sonymobile.com/testresults

2 Timing, availability and price may vary by market and/or operator