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Unlock entertainment and endless fun with Sony's new Xperia™ E4

- **Sony's acclaimed craftsmanship offers robust and stylish design and great ease of use.**
- **Looks good, sounds good - large 5" qHD display with IPS for the best viewing angle, high quality audio playback and fun social music app, PartyShare**
- **Long-lasting two-day battery life, with a powerful, 2300mAh battery with Ultra STAMINA Mode**
- **Available in black and white colour options with customisable UI themes and different covers to suit your style**

London, 10th February 2015 – Sony Mobile Communications ("Sony Mobile") today introduces its new Xperia™ E4 smartphone, offering ease-of-use, big screen entertainment and powerful battery performance in a high-quality yet affordable design.

"With Xperia E4, we wanted to offer people some of the premium Sony features they have come to expect - with unparalleled ease of use - at a highly-competitive price point," says Tony McNulty, Vice President, Value Category Business Management at Sony Mobile Communications. "With a simple set-up, great screen and unrivalled 2 day battery life we've created an on-the-go entertainment device that will keep on going, wherever you are."

Ease of use from the moment you turn on your mobile

Xperia E4 is built to ensure that you enjoy a [smartphone that's easy to use](#), with quick access to your favourite apps and user-friendly experience.

With Xperia E4 you can easily prioritize your long days with our 2 day battery life.

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Capturing the perfect shot couldn't be simpler, with Auto scene recognition, image enhancing features and camera apps all built in to give you great photos with minimal effort.

To help you get the most out of your smartphone, Xperia E4 is designed so that changing your phone settings is faster than ever before; just use the status bar and "quick settings" tab. And the user-friendly system updates ensure you'll always have easy access to the latest and greatest software available.

For those new to Xperia, seamless migration from other Android, iOS or Blackberry devices is super quick. The Xperia™ Transfer application, allows you to move contacts, photos, bookmarks, apps, music, messages and much more without the hassle – or the worry of losing anything important.

Feel the quality of Sony's acclaimed design

When it comes to looks, Xperia E4 punches well above its weight, with premium feel and a personality all of its own, with quality design details that are unmistakably Sony.

Xperia E4's textured surface and slim, curved OmniBalance design make it a pleasure to hold while a scratch-resistant screen adds durability.

Not only that, but Xperia E4 has also references design accents found usually only in top-tier smartphones, like its aluminum power button with a diamond cut for indelible precision, and distinctive stainless steel camera ring.

Available in classic black and white, [the affordable Xperia E4](#) retains the premium look that Xperia products have become famous for. To make it your own, Xperia E4 comes with customisable UI themes and matching cover accessories are available too so you can change your look, inside and out, to match your personal style. You can also enhance your experiences further, with Sony's broad range of accessories including BSP10 Bluetooth® Speaker and SBH60 Stereo Bluetooth® Headset.

Two-day battery guarantees superior performance

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Sony's latest smartphones are fast becoming famous for their superb battery life. Xperia E4 draws upon that expertise, integrating a powerful 2300mAh battery that gives you up to two-days battery life¹; so you don't have to worry about charging your phone every night. If that isn't enough, activate Battery STAMINA Mode to optimize how your battery is used and Ultra STAMINA Mode to keep your phone running on its core functions for a week.

Along with stamina, you also get speed. A high-performing 1.3 GHz Quad-core processor with fast performance means that you can run multiple apps simultaneously, surf the web and stream videos all at once. The processor and 1GB of RAM also give you high performance and speed without draining your battery. With 8GB of storage, your Xperia E4 has room to store all of your favourite content too.

Entertainment on the go

Entertainment is firmly at the centre of Xperia E4. With a 5" qHD display and IPS for the best viewing angle, you can enjoy high-quality entertainment wherever you are, whilst Sony's superior speakers deliver clear audio experience and depth.

Sony's new app *PartyShare* lets everyone share their music through your phone via Wi-Fi Direct with everyone in the room; so you become your friends' personal DJ. You can also use *PartyShare* to collect and share pictures from that party. PartyShare is preloaded on Xperia E4 but available for download from Play Store from today for all Xperia products and Android smartphones on Kitkat or later Google OS version.

The 5MP rear camera, featuring HDR and a whole host of fun camera apps, will help you to create pictures to be proud of, including AR fun, Live on YouTube™, Portrait retouch, Sound photo, Timeshift burst, AR effect, Social live, Creative effect, and Sweep panorama. A 2MP front camera lets you capture great quality selfies, and with a dedicated selfie app taking your images to a whole new level.

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Xperia E4 is the perfect companion for consumers looking for a super-easy, yet quality smartphone with great entertainment and long lasting performance. It will launch from the middle of February including a Dual SIM variant.

For the full specifications of Xperia E4, please visit:

www.sonymobile.com/global-en/products/phones/xperia-e4/specifications/

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 AB. For more information go to: www.sonymobile.com/testresults

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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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