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Sony sets the new mid-range standard with Xperia™ M4 Aqua

- **Capture more - just point and shoot, with a powerful 13MP camera, F2.0 aperture and Sony's intelligent Superior Auto mode**
- **Enjoy more - signature Sony OmniBalance design, ready for life - a waterproof¹ smartphone with cap-less microUSB charging; Xperia M4 Aqua available in White, Black, Coral and Silver editions**
- **Achieve more - Sony's first octa-core 64-bit smartphone featuring the Qualcomm® Snapdragon™ 615 processor with integrated 4G LTE, running Android 5.0 Lollipop - and up to two-day battery life²**
- **Launching in 80 countries worldwide, across more than 100 carrier partners – for around 299 EUR³, from Spring 2015**

Barcelona, Mobile World Congress, 2nd March 2015 – Sony Mobile Communications (“Sony Mobile”) today refocused its mid-range device strategy with the introduction of Xperia™ M4 Aqua - a smartphone bringing Sony's leadership in camera, design, battery and performance to an accessible price point.

“Xperia M4 Aqua represents our renewed mid-range focus - with no compromises” said Dennis van Schie, Senior Vice President, Head of Sales and Marketing at Sony Mobile Communications. “Offering the most popular standout features made famous by our Xperia Z Series; camera capability, two-day battery life and waterproofing - Xperia M4 Aqua brings a proposition and price, products in this section of the market simply cannot match.”

Just point and shoot – great pictures without the effort

[Xperia M4 Aqua's impressive 13MP rear camera](#) is powered by Sony's Exmor RS™ mobile sensor with a large F2.0 aperture, and ISO 3200 sensitivity. It's

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powerful digital compact camera technology – and intelligent Superior Auto Mode simplifies your interactions, automatically sensing up to 52 different scenarios, for vivid shots in low-light or strong backlight every time.

Just as with the rear, the 5MP selfie camera has a super wide-angle lens with an 88° field of view, so no-one's left out of shot – and Portrait Retouch allows you to add fun finishing refinements. The popular selfie editing feature sits alongside Sony's full suite of preloaded Xperia Camera apps, including other favourites; Sound Photo for adding a short clips to your pictures and Movie Creator, which automatically converts your pictures and videos into snappy thirty second vignette clips - which makes collecting memories or sharing on social media, super quick and easy.

Designed for the way you live - subtlety in hardware and interface design, with Android 5.0 Lollipop

Crafted from the ground up, [Xperia M4 Aqua has understated premium looks – a tempered glass display, with the svelte 136g waterproof \(IP65/8 rated\) body](#) reengineered for cap-less microUSB charging, offering flexible usage wherever you are.

Xperia M4 Aqua will be available in classic White and Black, but also fresh Coral and Silver³. Sony's adopted the same subtle principles in its take on Android 5.0 Lollipop's material design, in keeping with that distinctive minimalist approach to user interface, interactions and native apps.

Xperia M4 Aqua will come with the new look Xperia Lounge Silver, bringing apps, software updates, entertainment, bespoke offers and tips delivered throughout the product lifecycle. As part of this, you'll be able to enjoy bonus film clips and television episodes⁴ through the Privilege Plus Movies app⁵.

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Do and accomplish more, for longer - Sony's first octa-core 64-bit smartphone, featuring the Qualcomm® Snapdragon™ 615 processor with integrated 4G LTE connectivity and up to two-day battery life

Whilst some might need to use their smartphone for short bursts on long days, you don't have to, with Xperia M4 Aqua's two-day battery life, eliminating the need for regular charging. 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.

Supporting this optimal balance of performance and power is a Qualcomm® Snapdragon™ 615 processor⁶ featuring octa-core 64-bit CPUs, advanced multimedia processing and an integrated 4G LTE modem. Thanks to the Snapdragon 615 processor, you can enjoy seamless access to [your Xperia Lounge content](#) and experience the fastest news and information download, find your way using maps, check and send email, send pictures to friends and family in seconds and make the most of lag-free online music and video streaming on the go.

Xperia M4 Aqua will launch in 80 countries worldwide, across more than 100 carrier partners for around 299 EUR, from Spring 2015.

Stylish sounds, with Stereo Bluetooth® Headset SBH70

Sony also introduced the sleek, stylish Stereo Bluetooth® Headset SBH70, a water resistant⁷ wireless headset with fine-tuned sound quality. Made from durable silicon, SBH70 will launch in five vibrant colours, so you can mix and match it with your personal accessories. The striking apparel design is crafted to sit discreetly on your neck and shoulders, with music, call handling and voice command controls easy to reach and use.

For the full product specifications, please visit:

<http://www.sonymobile.com/global-en/products/phones/xperia-m4-aqua/specifications>



- ENDS -

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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 Xperia M4 Aqua is waterproof and protected against dust as long as you follow a few simple instructions: all attached covers are firmly closed; you can't take the smartphone deeper than 1.5m of water and for longer than 30 minutes; and the water should be fresh water. Casual use in chlorinated pools is permitted provided it's rinsed in fresh water afterwards. No seawater and no salt water pools. Abuse and improper use of device will invalidate warranty. The phone has an Ingress Protection rating of IP65 and IP68. To see what this means and for more information see www.sonymobile.com/durability. Do note that the Xperia M4 Aqua has a capless USB port to connect and charge your smartphone. The USB port needs to be fully dried up before charging if the smartphone has been exposed to water.

2 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

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

4 Offer available starting from April 2015 - availability and timing may vary by market and/or operator

5 Availability may vary by region - Privilege+ Movies is available in just under 50 markets, including India, Mexico, Brazil, United Arab Emirates, Russia, Poland, Indonesia, Malaysia, Sweden, Saudi Arabia, Hong Kong, Taiwan, Netherlands, Singapore, and Thailand (please visit <http://bit.ly/1zMAJMD> for more details)

6 The Snapdragon 615 processor is a product of Qualcomm Technologies, Inc. (QTI), a subsidiary of Qualcomm Incorporated.

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7 SBH70 is rated water resistant in accordance with IP57. For best audio performance, your SBH70 headphone speakers should dry at room temperature for up to three hours after being exposed to water.