

SONY

STRICT EMBARGO 6th May, 08:00 GMT

Sony launches next generation “selfie smartphone” – Xperia™ C4

- **Capture your best selfies with a high-quality 5MP front camera and a raft of fun Xperia camera apps**
- **Enjoy your entertainment to the fullest with a large 5.5” Full HD screen powered by Sony’s BRAVIA® TV technologies**
- **Super-fast Octa-core processor makes multi-tasking easy, without running out of power**

London, 6th May 2015 – The selfie phenomenon is about to kick up a notch with the introduction of [Xperia™ C4 – Sony’s next generation PROselfie smartphone](#), featuring a best in class 5MP front camera, a Full HD display and superior performance.

“Following the success of Xperia C3, we are proud to introduce Sony’s evolved PROselfie smartphone,” said Tony McNulty, Vice-President, Value Category Business Management at Sony Mobile Communications. “Xperia C4 caters to consumers that want a smartphone that not only takes great photos, but also packs a punch. Benefiting from Sony’s camera expertise, the 5MP front-facing camera with wide-angle lens lets you capture perfect selfies, while its quality display and performance features provide an all-round advanced smartphone experience.”

We all like a high-profile selfie – so go ahead and get snapping:

You can now stage the perfect selfie, getting everything – and everyone – in shot, thanks to the powerful 5MP front camera with 25mm wide-angle lens. Sony’s Exmor R™ for mobile sensor, soft LED flash and HDR features means the pictures will always be stunning, even in those ‘hard to perfect’ low light

SONY

conditions. Superior auto automatically optimises settings to give you the best possible picture and SteadyShot™ technology compensates for any camera shake.

With 13MP, autofocus and HDR packed in there is no compromise on the rear camera, which delivers great shots for those rare moments you're not in the picture.

You will also be able to get even more fun out of your smartphone with a suite of creative camera apps such as **Style portrait** with styles including 'vampire' and 'mystery' to add a unique edge to your selfie. Moreover, apps such as **AR mask** give your selfie a twist by letting you place a different face over your own face or others' faces while you snap a selfie.

Experience your entertainment in Full HD

Now you can enjoy every picture and every video in detail with [Xperia C4's 5.5" Full HD display](#). Watching movies on your smartphone is more enjoyable thanks to Sony's TV technology – such as Mobile BRAVIA® Engine 2 and super vivid-mode – which offers amazing clarity and colour brightness. Enjoy viewing from any angle with IPS technology.

Great video deserves great audio to match, so Xperia C4 features Sony's audio expertise to deliver crisp and clear audio quality. With or without headphones, you can sit back and enjoy your favourite entertainment in all its glory.

The design of Xperia C4 has also been crafted with precise detail and care to ensure every aspect amplifies the sharp and vivid display. A minimal frame around the scratch-resistant screen enhances both the viewing experience and the smartphone design, while its lightweight build feels comfortable in the hand. Xperia C4 comes in a choice of white, black and a vibrant mint.

SONY

Superior performance, with a power-packed battery that just keeps going

Whether you're running multiple apps, checking Facebook, snapping selfies or listening to the best music – you can do it all at lightning speed thanks to [Xperia C4's impressive Octa-core processor](#). Powered by an efficient 64-bit Octa-core processor, Xperia C4 makes it easier than ever to multitask and switch between your favourite apps, without affecting performance. Ultra-fast connectivity with 4G capabilities means it's quicker than ever to download your favourite audio or video content and surf the web without lag.

The large battery (2,600mAh) provides over eight hours of video viewing time, meaning that the entire first season of *Breaking Bad* can be binged uninterrupted, while Battery STAMINA Mode 5.0 ensures you have complete control over how your battery is used.

Xperia C4 is compatible with more than 195 Sony NFC-enabled devices including [SmartBand Talk \(SWR30\)](#) and [Stereo Bluetooth® Headset \(SBH60\)](#). You can also customise the smartphone with the [protective desk-stand SCR15 Cover](#) or with a full range of original *Made for Xperia* covers.

Xperia C4 will be available in Single SIM and [Dual SIM in select markets](#) from the beginning of June 2015.

For the full product specifications, please visit:

<http://www.sonymobile.com/global-en/products/phones/xperia-c4/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

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 displayed are for illustrative purposes only. The home screen may appear different in your product. Some features may not be available in your country or area.

"SONY" is a registered trademark of Sony Corporation. "Xperia" is a trademark or registered trademark of Sony Mobile Communications Inc. All other trademarks or registered trademarks are the property of their respective owners. Additional information regarding trademarks may be located on our website at: www.sonymobile.com/global-en/legal/trademarks-and-copyright