



**\*\*EMBARGOED UNTIL 10:00 BST / 11:00 CET TUESDAY 26<sup>TH</sup> MAY 2015\*\***

## **Sony introduces premium addition to the Xperia™ Z3 series with new Xperia™ Z3+**

- **Sleek and stylish signature waterproof design that is beautifully slim (6.9mm) and lightweight (144g)**
- **Capture superior photos and videos even in low light with both main (20.7MP) and front (5MP) cameras**
- **Enjoy powerful performance with the ultra-fast Qualcomm® Snapdragon™ 810 octa-core 64 bit processor and up to two-day battery life to keep you connected faster and longer than ever**
- **Sony's leading display, High-Res audio and PlayStation®4 gaming technologies deliver immersive entertainment experiences**

**London, 26<sup>th</sup> May 2015 – Sony Mobile Communications (“Sony Mobile”)** today introduces a premium addition to the Xperia™ Z3 series flagship smartphones with [Xperia Z3+, a slim, sleek and stylish high-performing premium smartphone](#).

Xperia Z3+ helps you get the best pictures with Sony's superior camera technology that is now packed into both the main and front cameras. [Impressive smartphone battery stamina and performance](#) keeps you connected faster and longer, whether for work or play. And [Sony's unique signature waterproof<sup>1</sup> design](#) ensures you can do it, whatever the weather.

### **Beautiful design, better than ever**

Slimmer (6.9mm), lighter (144g) and expertly crafted, Xperia Z3+ continues the Sony design story with discreet, but impressive improvements. Not only is it waterproof and dust-tight (IP65/68) ideal for use in all situations, as a further design refinement Z3+ features a capless USB port making it easier and more

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convenient to charge your phone. In addition the magnetic charging pin has been removed, resulting in an overall more seamless and minimalist design. With a shiny finish on the metal frames, tempered glass and rounded edges, Xperia Z3+ is beautiful to look at from any angle and comfortable to hold.

Z3+ comes available in a choice of four sophisticated colour options to meet your individual taste and style – classic Black and White are joined by a new interpretation of Copper and Aqua Green.

## **Great pictures anywhere**

Z3+ continues to offer the best of Sony's Cyber-shot & Handycam technologies, to ensure a superior camera performance, and extends the camera evolution not just to the main camera, but the front camera too. Now you can enjoy superior photos, even in low light, with both the front and rear camera. From sceneries to selfies, capture the best shots in any light.

The main camera features the 20.7MP camera with Exmor RS™ for mobile image sensor, BIONZ™ for mobile processing engine, and a 25mm wide-angle G lens. Create the best shots first time, every time with improved Superior Auto – it automatically optimises settings to give you the best possible picture and can recognize up to 52 different scenes. And with new Gourmet mode, even your food pictures will be looking their very best. Add some fun and creativity to your photos with the latest Xperia camera apps including Style portrait and AR mask. Capture impressive detail even in low light conditions, thanks to the ISO12800 sensitivity and large 1/ 2.3 image sensor. Get great shots even when there is strong backlight, with HDR for photos and videos. Preserve and enjoy your precious moments in high quality with 4K video recording and output.

The new 5MP front camera with Exmor R™ for mobile image sensor means you can now get better selfies in any light. And the 25mm wide-angle lens is perfect for group selfies. Superior Auto analyses the photographic environment and automatically adjusts settings to make you look great every time. Full HD 1080p is ideal for video chat and when you are shooting selfie videos, SteadyShot™ with Intelligent Active Mode estimates movements to produce smoother videos.

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## **Powerful performance and up to two-day battery life**

Xperia Z3+ comes packed with the ultra fast Snapdragon 810 octa-core 64 bit processor<sup>2</sup> that lets you browse faster than ever and get the optimal graphics experience. Whether you're multi-tasking over Wi-Fi or the latest 4G network, Xperia Z3+ delivers the speed you need. LTE Cat 6 and Wi-Fi MIMO support enable faster connection speeds for a rich, connected experience with up to 300 Mbps LTE data download speeds on the move (*actual speed may differ according to operator networks*)<sup>3</sup>. Download email with attachments in seconds and enjoy video streaming with no delays or unwanted buffering.

Powerful smartphone features demand smart power management. Xperia Z3+ is equipped to let you enjoy whatever you like doing for as long as you want. Sony's incredible up to two-day battery stamina and innovative power-saving technology combine to give you superior long-lasting battery performance. And now you can get one day usage with just 45 minutes of charging when using a Qualcomm® [Quick Charge™ 2.0 certified charger, such as the UCH10](#) (*Single SIM variant only*).

## **Keeping you entertained**

[Xperia Z3+ features an ultra-bright 5.2" Full HD smart adaptive display](#) that provides increased brightness and contrast, without losing stamina. Sony's TRILUMINOS™ Display for mobile with Live Colour LED and X-Reality for mobile ensure sharper and more vivid colours. Intuitive contrast enhancement delivers the most optimized viewing experience, even in bright sunlight.

Sony's rich expertise in audio technologies lets you enjoy sound in incredible detail and clarity. High-Res Audio reproduces high frequency sound for a studio quality experience. DSEE HX™ upscales the audio fidelity of your existing MP3 or AAC tracks to near High-Res Audio quality. And for high quality wireless music listening, Sony's new LDAC™ codec transmits data three times more efficiently than legacy codec over Bluetooth.

For those times when you need to block out background noise, Xperia Z3+ supports digital noise cancelling and pairs with [the MDR-NC31EM headset](#),

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reducing ambient noise by up to 98%. And now you can enjoy optimal audio settings when connecting any headphones, as Z3+ senses both the type and style of headset and automatically adjusts the audio settings accordingly for best sound experience.

Keep playing your favourite PlayStation®4 (PS4™) games wherever you are in the home with [PS4 Remote Play](#)<sup>2</sup>. Simply connect your Xperia Z3+ to your PS4 via home Wi-Fi and use the DUALSHOCK®4 Wireless Controller to ensure you never miss a minute of the action – whatever room you are in.

And to ensure you continue to enjoy the best experiences that Sony has to offer, all Xperia Z3+ users will benefit from access to [Xperia Lounge](#) Gold - delivering the world of Sony entertainment at your fingertips. Get access to exclusive competitions and offers; be among the first to try out new apps; and enjoy the latest movies, TV episodes and music included with your device.

## **Availability and specifications**

Xperia Z3+ will launch globally from June 2015 in both Single SIM and Dual SIM<sup>3</sup> variants. For the full specifications of Xperia Z3+, please visit:

[www.sonymobile.com/global-en/products/phones/xperia-z3-plus/specifications](http://www.sonymobile.com/global-en/products/phones/xperia-z3-plus/specifications)

<sup>1</sup> *Xperia Z3+ is waterproof and protected against dust as long as you follow a few simple instructions: all ports and attached covers are firmly closed; you can't take the phone deeper than 1.5m of water or 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 <http://support.sonymobile.com/global-en/dm/waterproof>.*

<sup>2</sup> *Functionality available on select Sony Xperia Z series devices. PS4 System, DUALSHOCK®4, Sony Entertainment Network and high speed internet connection required. Some games may not support this feature.*

<sup>3</sup> *Single SIM supports LTE Cat 6 and Dual SIM variant supports LTE Cat 4*

**- ENDS -**



**FOR MEDIA INFORMATION PLEASE CONTACT:**

For more information, images and videos please visit:

<http://blogs.sonymobile.com/category/press-releases>

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**About Sony Mobile Communications**

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**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 homescreen may appear different in your product. Some features may not be available in your country or area.

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