



**\*\*CONFIDENTIAL\*\***

**UNDER STRICT EMBARGO UNTIL THURSDAY 20<sup>TH</sup> AUGUST 10:00 BST  
/ 11:00 CET / 18:00 JST**

## **Sony introduces next generation SmartBand 2**

- **Second generation SmartBand features an advanced heart rate sensor, delivering meaningful insights about your fitness, well-being and stress levels<sup>1</sup>**
- **Never miss a call, message, email or social notification with subtle vibrations and visual feedback through colorful LEDs**
- **Ready for 24/7 wear in interchangeable Black, White, Pink and Indigo durable silicone rubber styles, with IP68 waterproofing<sup>2</sup>**
- **Open compatibility with any device running Android 4.4 (KitKat) onwards and iOS 8.2**
- **Launches across 60 countries worldwide for around 119 EUR, from September 2015<sup>3</sup>**

**Tokyo, 20<sup>th</sup> August 2015** – Sony Mobile Communications (“Sony Mobile”) today announced SmartBand 2, a multi-sensor lifelogger that provides full-scale insights about your fitness, well-being and stress levels.

“We set out to create the most advanced wearable at this section of the market – SmartBand 2 has the capability to deliver, and make biometric data meaningful for users within Lifelog” said Kaz Tajima, Senior Vice President, Head of UX Creative Design and Planning at Sony Mobile Communications. “Not only does it represent a powerful vision of how consumers can learn more about themselves – it allows us to explore exciting new opportunities with development partners.”

### **Your heart, well-being and stress levels**

Inside the same SmartBand modular “core” form factor, [SmartBand 2's](#)

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[accelerometer and heart rate sensors](#) work together to monitor pulse and heart rate variability, allowing you to gauge overall fitness, excitement and stress levels throughout the day.

[SmartBand 2 automatically tracks activities such as walking, running and other workouts](#) whilst mapping your heart-rate alongside each activity. Sony's popular [Lifelog app](#) helps you keep track of progress, with fun comparative insights, giving you inspiring motivational prompts based on your activity.

You'll be able to enjoy a better night's rest, as SmartBand 2 provides sleep insights, with automatic sleep detection – and the smart alarm clock function will gently vibrate to wake you up at the best time based on your sleep cycle.

## **Live smarter, with intelligent notifications and connectivity**

SmartBand 2 ensures you never miss a call, message, email or tweet with subtle vibrating notifications and bright pulsing RGB LEDs. It allows you to easily control the [music on your smartphone or tablet](#), with simple taps to play, pause and skip through tracks.

You'll also never lose your [Xperia smartphone or tablet](#) as SmartBand 2 will vibrate to alert you when you're more than 10 meters from the connected device.

And, SmartBand 2 reaches full battery capacity in around one hour, lasting up to 2 days<sup>4</sup>.

## **24/7 wearability**

With durable silicone casing, up to 2 days battery life, and IP68 waterproofing - despite its cap-less microUSB - SmartBand 2 can be worn anywhere and everywhere.

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Designed at Sony's Creative Center sites in Sweden and Japan, SmartBand 2 has sleek, subtle looks with an all-new metal clip, so it can be easily and securely fastened.

SmartBand 2 will be available in Black and White at launch, and two additional vibrant colours shortly after – Pink and Indigo. As it retains the same compact “core” footprint as SmartBand, you can wear the technology with original first and third party bands for greater choice.

SmartBand 2 launches across 60 countries worldwide for around 119 EUR, from September 2015.

For the full product specifications, please visit:

<http://www.sonymobile.com/global-en/products/smartwear/smartband-2/specifications/>

- 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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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 This product is intended to help you track your exercise and lifestyle. It is not a medical device and data from it should never be used to make medical decisions (like preventing, diagnosing, monitoring, or treating a disease or injury) or replace the advice of a medical professional. Sony Mobile disclaims any warranty that this device could be used or suitable for medical purposes. Seek medical advice before undertaking a new or altered training regime using this device, particularly if using this device together with a pacemaker or other medical devices.

2 SmartBand 2 is water and dust protected as long as you follow a few simple instructions: you can't take SmartBand 2 deeper than 3m of water and for longer than 30 minutes; and the water should be fresh water. Casual use in chlorinated pools is permitted provided SmartBand 2 is rinsed in fresh water afterwards. No seawater and no salt water pools. Abuse and improper use of device will invalidate warranty. SmartBand 2 has an Ingress Protection rating of IP68.

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

4 Battery life is estimated at up to 10 hours with continuous pulse and stress and heart rate sensing switched on – in normal mode, battery life will last up to 2 days and up to 5 days in Stamina Mode. Usage measured against Sony Mobile's typical smartband user usage profile (including but not limited to notifications, activity tracking, HR and HRV monitoring and phone data syncing). Performance may vary according to skin perfusion / tone, motion and body hair.