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**UNDER STRICT EMBARGO UNTIL WEDNESDAY 2<sup>ND</sup> SEPTEMBER 2015  
15:45 BST / 16:45 CET / 23:45 JST**

**Sony unveils next-generation smartphone  
camera with Xperia™ Z5 and Xperia™ Z5  
Compact, and the world's first 4K<sup>1</sup> smartphone<sup>2</sup>  
Xperia™ Z5 Premium**

- **Xperia Z5 brings the best camera in a leading smartphone<sup>3</sup>, with an elegant waterproof<sup>4</sup> design**
- **Xperia Z5 Compact shares the same flagship experiences in a no-compromise hand-sized body**
- **Ultimate smartphone Xperia Z5 Premium redefines mobile entertainment with the world's first 4K UHD smartphone display<sup>5</sup> and 4K Ultra HD upscaling technology**
- **Next-generation smartphone camera experience designed with Sony's interchangeable lens camera α™ technology, built to capture split-second moments – a brand new 23MP Exmor RS™ for mobile sensor, supporting the fastest autofocus in a leading smartphone<sup>6</sup>**
- **Integrated fingerprint sensor power button for intuitive unlock**

**Berlin, IFA, 2<sup>nd</sup> September 2015** – Sony Mobile Communications ("Sony Mobile") today unveiled its next-generation Xperia Z5 and Xperia Z5 Compact, and [the world's first 4K smartphone Xperia Z5 Premium](#) – each engineered to make everyday experiences better.

"Smartphones are part of people's lives" said Hiroki Totoki, President and CEO at Sony Mobile Communications. "Since users already create, share and enjoy most of their content on the go - we've set out to bring [Sony's latest](#)

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[innovations in camera](#), design and display to ensure the Xperia Z5 series is the best possible lifestyle and entertainment platform.”

## **A mobile camera experience unlike any other**

Xperia Z5 features Sony’s brand new large 1/2.3 Exmor RS™ for mobile 23MP sensor and F2.0 G Lens - [it’s Sony’s first completely re-imagined smartphone camera module since Xperia Z1](#), designed with Sony’s interchangeable lens camera α™ technology for clear, vivid imagery every time.

The camera is capable of the fastest autofocus in a smartphone, a powerful blend of speed and accuracy to capture split-second moments with ease. It delivers a ground-breaking speed of just 0.03<sup>7</sup> seconds - faster than the blink of a human eye (average 0.1 - 0.4 s), so whether you’re jumping for the frisbee in the park, diving into the pool or catching air on the vert ramp, you’ll have the power to preserve spontaneous action in real-time.

A combination of the large 23MP Exmor RS™ for mobile sensor and advanced processing software lets you get close to subjects; whether it be a landmark, architecture or other objects of interest, with 5x clear image zoom with minimum loss of quality. And, advancements in low-light photography mean you can capture clearer photos at night or in darker surroundings with less noise and blur - perfect for capturing a sunrise or night skyline.

With the continued popularity of content capture for social media, Xperia Z5 series brings significant advancements in the evolution of Sony’s SteadyShot™ with Intelligent Active Mode for video. Further improvements mean you’ll be able to continuously capture action smoothly, such as riding a bike or skateboard, free from jolts or shudders. It also features better low-light performance without blur.

## **Designed for life, with the same flagship experiences in a choice of form factor**

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Designed by leading creatives at Sony's Creative Center studios in Sweden and Japan, Xperia Z5 presents a svelte continuous plate form, with a metal frame and frosted glass back. It's striking, comfortable to hold and [waterproof for everyday convenience](#). With a 5.2" display, sleek looks and Fall 2015 fashion and interior design cues, colours range from elegant to expressive for any personal style or taste; White, Graphite Black, Gold and Green.

For those who prefer a [compact smartphone, Xperia Z5 Compact](#) brings the same great camera technology and features in a pocket-friendly compact device. It delivers uncompromised performance in a beautifully compact design with a 4.6" display, perfect for one-handed use. And, Z5 Compact let's you express personal style with fresh, vibrant colours including Yellow and Coral, in addition to White and Graphite Black.

Both devices represent [iconic Sony craftsmanship with premium materials](#) throughout, including frosted glass finishing to the rear and a subtly etched Xperia logo side engraving, as well as capless USB for quick efficient connection and charging.

To the side, a new integrated fingerprint sensor power button means each device is personal, protected and easily unlockable with a simple pick up and press in one natural movement. It will also support the FIDO standard; authentication via fingerprint for online payment services - with news on first partners shared closer to launch.

## **Powerful performance that meets demands**

Xperia Z5 and Xperia Z5 Compact are powered by the Qualcomm Snapdragon 810 processor, featuring [octa-core CPUs, 64 bit capabilities and ultra-fast 4G LTE speeds, letting you reach new levels of performance for video, photography and gaming](#). Whether you're multi-tasking over Wi-Fi or the latest 4G network, both devices deliver the speed you need. Download email with attachments in seconds and enjoy video streaming with no delays or unwanted buffering.

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Powerful smartphone features demand smart power management, Xperia Z5 and Xperia Z5 Compact are equipped with [Sony's incredible up to two-day<sup>8</sup> battery stamina and innovative power-saving technology](#), which gives you superior long-lasting battery performance. With Qualcomm® Quick Charge™ 2.0 enabled on the new devices, you can get 5.5 hours usage with just 10 minutes of charging with a certified Quick Charge™ 2.0 charger, such as the Quick Charger UCH10 (dependant on market variants)<sup>9</sup>.

## **Sony's 4K leadership now in a mobile device – Xperia Z5 Premium, the world's first 4K smartphone**

Xperia Z5 Premium is the world's first 4K smartphone with a [sharp, vivid 5.5" 4K TRILUMINOS™ Display for mobile](#) and IPS, where breathtaking detail is depicted with pinpoint accuracy for the most natural images, at four times the resolution of Full HD.

Xperia Z5 Premium will upscale your favourite content to 4K, enhancing any native or third party videos or photos so you can view Netflix, YouTube or your holiday shots in rich, vibrant 4K detail. And, Xperia Z5 Premium is built to allow you to get creative by capturing in 4K and immediately enjoying the content on Z5 Premium, with the option of preserving any moment as an 8MP quality image.

And, why not port the memory card from Sony's 4K Action Cam FDR-X1000V to Xperia Z5 Premium to enjoy your footage immediately - or simply connect to the big screen either wirelessly via DLNA or with MHL 3.0 to enjoy your content on a 4K TV.

Xperia Z5 Premium is designed from the ground up as a high-performance mobile device, also powered by the Snapdragon 810 processor. A high capacity 3430 mAh battery lasting for up to two days, with quick charge capability eliminates the need for regular charging.

Xperia Z5 Premium features a large 32GB internal memory, with the capability to take a 200GB external microSD card, which offers extra room

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for 4K videos and movies, and images too. Xperia Z5 Premium also features Sony's innovative memory on display feature - the data transfer between processor and device is optimized so Xperia Z5's display memory technology remembers the display of images seen on your smartphone and caches the image or video so that you don't need to reload the full image each time you view it - preserving battery power in the process.

## **A flagship series powered by an entertainment and content ecosystem**

Across the Xperia Z5 series, [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, AAC or Spotify tracks to near High-Res Audio quality. And for high quality wireless music listening, Sony's LDAC™ codec transmits data three times more efficiently than legacy codec over Bluetooth.

And now for the first time, Sony's new [High-Resolution Audio Headset MDR-NC750](#) allows you to enjoy combined Hi-Res Audio music with Digital Noise Cancelling - your tunes as they were intended to be heard, with ambient background noise reduced by up to 98%.

Keep playing your favourite PlayStation®4 (PS4™) games wherever you are in the home with [PS4 Remote Play](#)<sup>10</sup>. Simply connect your Xperia Z5 series device 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 Z5 series 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.

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## **Smart style, with new accessories**

A range of stylish and protective Style Cover Window cases will be available for each Xperia Z5 series model at launch, in respective corresponding device colours - each will let you access your favourite smartphone widgets through a smart window.

[Stereo Bluetooth® Headset SBH54 is versatile headset](#) with a doubling handset function, designed for users who want a convenient companion device to a large screen smartphone, allowing you to take and make calls, see messages, play music and enjoy FM radio.

## **Availability and specifications**

Xperia Z5 and Z5 Compact will launch globally from October 2015, and Xperia Z5 Premium from November 2015 – Xperia Z5 and Xperia Z5 Premium will be available in both Single SIM and Dual SIM variants<sup>11</sup>.

For the full specifications please visit:

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

**- 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**

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](http://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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<sup>1</sup> Horizontal 3840 pixels x Vertical 2160 pixels (based on SID standard).

<sup>2</sup> 4K smartphone refers to 4K Ultra HD display in combination with 4K video capture, reproduction and sharing (via MHL). Specifications verified by Strategy Analytics SpecTRAX service as of 1<sup>st</sup> September 2015. For more information on Strategy Analytics test results, go to: [www.sonymobile.com/testresults](http://www.sonymobile.com/testresults).

<sup>3</sup> Based on Sony Xperia™ Z5 /Z5 Compact's main camera resolution, speed of autofocus and image quality assessment by 200 UK consumers, compared to Apple iPhone 6, Apple iPhone 6 Plus, HTC One M9, LG G4, Samsung Galaxy Note 4 and Samsung Galaxy S6 (being the "Leading Smartphones" defined by Strategy Analytics as the top six flagship devices according to shelf share in 2015). Camera resolution was compared to the top 100 selling smartphones of 2015 and verified by Strategy Analytics' SpecTRAX & PriceTRAX Services as of 3rd July 2015. Consumer research was conducted by Strategy Analytics between 5-6th August 2015. Technical testing was conducted by Strategy Analytics on 7th August 2015. For more information, go to: [www.sonymobile.com/testresults/](http://www.sonymobile.com/testresults/)

<sup>4</sup> Xperia™ Z5 series devices are 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>5</sup> Sony Xperia™ Z5 Premium features a 5.5inch 4K UHD (3840x2160), 806 pixels per inch display. Specifications verified by Strategy Analytics SpecTRAX service as of 1<sup>st</sup> September 2015. For more information on Strategy Analytics test results, go to: [www.sonymobile.com/testresults](http://www.sonymobile.com/testresults).

<sup>6</sup> Based on the results of technical testing the speed of autofocus of Sony's Xperia™ Z5 Compact and Xperia™ Z5 smartphones with Apple iPhone 6, Apple iPhone 6 Plus, HTC One M9, LG G4, Samsung Galaxy Note 4 and Samsung Galaxy S6 (being the "Leading Smartphones" defined by Strategy Analytics as the top six flagship devices according to shelf share in 2015). Research was conducted by Strategy Analytics between 5-6th August 2015. For more information, go to: [www.sonymobile.com/testresults/](http://www.sonymobile.com/testresults/)

<sup>7</sup> In compliance with CIPA guidelines ([http://www.cipa.jp/index\\_e.html](http://www.cipa.jp/index_e.html))

<sup>8</sup> Battery life has been measured against Sony Mobile Communications AB's smartphone usage profile, defined in September 2014 to represent the typical smartphone user's active condition, including but not limited to a range of usage scenarios (calling, texting, web browsing, social networking, game playing, music listening, picture taking, picture browsing, online video watching, video recording and playback).

<sup>9</sup> Countries with variants that do not support Quick Charge include: BRAZIL, CHILE, COLOMBIA, COSTA RICA, DOMINICAN REPUBLIC, ECUADOR, EL SALVADOR, GUATEMALA, MEXICO, PANAMA, PERU, PUERTO RICO, TURKEY

<sup>10</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>11</sup> Availability may vary by market

The camera interface depicted will be available on Sony Xperia™ Z5, Z5 Compact and Z5 Premium starting from November 2015 as a software update. Data charges may apply for the update

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