



Sony's first flagship, Xperia™ XZ and premium Xperia™ X Compact with triple image sensing technology

- **Xperia smartphone**
 - **Two new models in the X series; the first flagship of the X series Xperia XZ (5.2" display) and premium Xperia X Compact (4.6" display)**
 - **Enhanced camera experience with innovative triple image sensing technology - Capture blur-free photos even with subjects in motion in beautiful true to life colour in any situation**
 - **Unified design with loop surface for a beautiful fit in the hand**
 - **Both smartphones are optimised by learning and adapting to usage habits to provide an enhanced user experience**
- **Type-C™ USB for easy charging with no more up-side-down cable**
- **Xperia Smart Products**
 - **Xperia Ear, Sony's in-ear and hands-free Smart Product that brings a new way of communicating, will be available to purchase from November 2016.**
 - **Xperia Projector and Xperia Agent combined with service from Yahoo Japan and Nestlé Japan, to give a glimpse of the user experiences.**

IFA, Berlin, 1st September 2016 – Sony Mobile today announced two incredible additions to its new X series smartphones. Continuing the vision set out at MWC in February, the flagship Xperia XZ and premium Xperia X Compact offer an even more intelligent, personalised experience.

"With Xperia we want to assist you when and where it matters most, making your everyday lives more convenient, more effortless, more spontaneous," said Hideyuki Furumi, Executive Vice President, Global Sales and Marketing, Sony Mobile Communications, "With Xperia XZ and Xperia X Compact you can capture

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every moment as you see it, with blur-free images day or night, and with true to life colours thanks to our new triple image sensing technology.”

Capture the action laser-fast with true colour

Sony’s first flagship of the X series, Xperia XZ, and premium Xperia X Compact bring new and improved camera technology to give you the best pictures from Xperia yet. Oozing camera excellence using Sony’s heritage in camera technology and in collaboration with our digital imaging engineers, the new models feature one of the most advanced cameras in a smartphone. Maximising Sony’s acclaimed image sensor, two additional assisting sensors have been added to become Sony’s triple image sensing technology. This allows you to capture beautiful images in motion with true to life colours in virtually any conditions. The technology is comprised of Sony’s original Exmor RS™ for mobile image sensor which provides a powerful blend of high quality image and autofocus (AF) speed combined with Predictive Hybrid AF to intelligently predict and track subjects in motion for blur-free results. Added to this is the Laser AF sensor with distance sensing technology, which captures beautiful blur-free photos in challenging low light conditions. And what’s more, you will enjoy superb true to life colours thanks to the RGBC-IRⁱ sensor with colour sensing technology which accurately adjusts the white balance based on the light source in the environment.

The 23MP main camera not only gives you clear shots, but also super-fast start-up going from standby to capture in 0.6secondsⁱⁱ at the touch of a dedicated shutter release button, ensuring you are ready to take the perfect shot whenever it might strike.

Advanced features have been added for those who want more flexibility with manual settings to further enhance the shooting experience and creative possibilities, such as shutter speed and focus controls.

Videos are ever more popular for capturing and sharing unique moments on social media, both models bring significant advancements in the evolution of image stabilization, cultivated in Sony’s Handycam® camcorders, with Sony’s SteadyShot™ with Intelligent Active Mode to enable superb video. Now with 5-

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axis stabilization you can shoot smoother videosⁱⁱⁱ even when walking or capturing extreme close-ups^{iv}.

Xperia XZ provides a 13MP front camera for the selfie perfectionist, with its super high sensitivity as high as ISO6400 and 22mm/90-degree wide angle lens it will make the best of your pose even in low-light and group selfies. Xperia XZ also offers the highest quality recording in 4k so you get sharp, crisp footage that is full of detail.

Premium design to fit in your life

With its stunning loop surface design, the 5.2" glass display and metal back of the Xperia XZ become one, to provide a perfect fit and beautiful feel in the hand. The loop surface is inspired by a monolithic form, whilst ALKALEIDO™ metal with high brightness and high purity provides shine and a feeling of depth which both enhance its premium design. Xperia XZ is available in a brand new blue colour inspired by the beauty of nature - Forest Blue - along with stylish classics Mineral Black and Platinum.

Adding a popular Sony form factor to the X series, the Xperia X Compact packs mighty technology into its small frame. Its 4.6" screen and loop surface design make it extra comfortable to hold and is ideal for an operation with just one hand. Xperia X Compact's premium design can be clearly seen via its high-gloss finish and solid feel. It also follows our new signature blue colour expression with a Mist Blue colour hue together with timeless Universe Black and stylish White.

Sony's expertise in functional design is carried through to the Xperia XZ with a water resistant^v design to take the worry out of a little splash of water, so you can relax about sudden spills or unexpected showers. Knowing who you are by just holding the phone, the fingerprint sensor power button^{vi} on Xperia XZ and Xperia X Compact is intuitively placed on the side of the phone, so you're able to pick up and securely unlock in a single movement and adds to the comfortable fit in the hand.

Learning your habits to improve your experience

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We've incorporated intelligent features into our smartphones so that they can assist you to make your daily life more convenient, more efficient, and more enjoyable. Both models feature new Battery Care^{vii} complemented by Qnovo adaptive charging which work in harmony to keep your battery healthy and make the lifespan last up to twice as long^{viii}. Qnovo adaptive charging monitors and adjusts the charging current to avoid damage for battery longevity whilst Battery Care controls the charging based on learned habits and avoids excess charging by pausing charge at 90% and only completes the charging just before it's needed. Xperia Tips also recognises user habits to provide personalised tips and recommendations, helping you optimise your own personal user experience while Smart Cleaner automatically maximises performance by cleaning the cache from certain apps based on learning their usage so optimal performance is achieved at all times.

Performance matters

Xperia XZ is driven by its Qualcomm® Snapdragon™ 820 processor to provide a seamless experience on your phone. As one of the most cutting-edge mobile processors ever created, the Snapdragon 820 processor with X12 LTE supports the ultimate in connectivity, graphics, photography, power and battery efficiency.

Accessories

Xperia XZ and Xperia X Compact each have a range of matching optional Style Covers in corresponding colours including Style Cover Touch (SCTF10/20) which lets you access your favourite smartphone widgets through a smart window without needing to open the case. For easy video viewing, Style Cover Stand (SCSF10/20) has an auto on/off function with adjustable viewing angle. Each model will be supplied with the new USB Type-C™ charger for easy charging.

Xperia Smart Products

Sony continues to explore the unlimited possibilities for product innovation in the area of communications and we are advancing Smart Products to enable you to interact and connect in closer, more human ways. Xperia Ear, Sony's in-ear and hands-free Smart Product that brings a new way of communicating, will be available to buy from November starting in select markets. Xperia Ear responds

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to verbal commands with intuitive operations, and through a wireless connection to your smartphone, it gives you information and assistance in a natural, authentic voice interaction. Equipped with Sony Agent Technology and a proximity sensor, it provides you with useful information such as your schedule and other personalized updates when you just place it in your ear, enabling you to face forward and get things done. Sony will also display Xperia Projector and Xperia Agent as concepts at IFA, combined with services from Yahoo Japan and Nestlé Japan, to give a glimpse of the user experiences offered by Smart Products.

Availability and specifications

Xperia XZ will launch globally from October 2016 and Xperia X Compact will launch globally from September 2016^{ix}. Xperia XZ will be available in both Single SIM and Dual SIM variants^x.

For the full specifications please visit:

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

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FOR MEDIA INFORMATION PLEASE CONTACT:

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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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ⁱ RGBC-IR stands for Red, green, blue, clear and infrared

ⁱⁱ Based in internal protocol defined by Sony Mobile Communications

ⁱⁱⁱ 5-axis stabilization feature is only available in Full HD video resolution

^{iv} 5-axis stabilization is activated only when the camera recognizes macro video. Other situations will be recorded as 3-axis(pitch/yaw/roll) only

^v Xperia XZ is water resistant and protected against dust, so don't worry if you get caught in the rain or want to wash off dirt under a tap water, but remember all ports and attached covers should be firmly closed. You should not put the device completely underwater; or expose it to seawater, salt water, chlorinated water or liquids such as drinks. Abuse and improper use of device will invalidate warranty. The device has been tested under Ingress Protection rating IP65/68. Note the Xperia™ XZ has a capless USB port to connect and charge. The USB port needs to be completely dry before charging

^{vi} Finger-print sensor not available in all markets.

^{vii} Battery Care not available in all markets

^{viii} Qnovo adaptive charging is featured on all X series models. 2x battery lifespan refers to Xperia X and Xperia X Performance with Qnovo enabled when compared to Xperia Z2. During laboratory battery capacity retention cycle testing conducted by Sony Mobile Communications and Qnovo Incorporated, the battery cell used in Xperia Z2 achieved a lifespan up to 2 times longer with Qnovo. The result may vary depending on conditions and environment.

^{ix} Availability may vary by market, please check with your local operators or retailers

^x Availability may vary by market.