

# SONY

## **Sony Mobile delivers its innovation promise at Mobile World Congress 2017**

- **Xperia™ Touch, the highly anticipated Android projector with multi-touch, rolls out to select markets from Spring 2017**
- **First showcase of Xperia™ Ear “Open-style CONCEPT”, a next-generation Xperia Smart Product - with wireless ‘open-ear’ stereo headphones**
- **Four new X-Series smartphones; Xperia™ XZ Premium, Xperia XZs and super mid-range Xperia XA1 and XA1 Ultra**

**Barcelona, 27<sup>th</sup> February 2017**, Sony Mobile Communications (“Sony Mobile”) today re-affirmed its position as a leading communications innovator and visionary, by unveiling product experiences that break new ground in consumer technology.

"Xperia Touch is a revolutionary interface" said Hiroki Totoki, President and CEO, at Sony Mobile Communications. "A year on from unveiling our new brand direction and vision for the future of communications, not only are we announcing Xperia XZ Premium, equipped with the most advanced technologies to enhance the essential features on smartphones, we're creating whole new interactive communication experiences with our Xperia Smart Products."

**Acclaimed concept to commercial product: Xperia Touch, the interactive Android projector launches from Spring 2017**

[Xperia Touch is an interactive projector](#) that turns any flat surface into a 23" HD touchscreen, with either horizontal or vertical ultrashort-throw projection. The interface is fast, fluid and responsive to physical touch - it's built using Sony's SXRD projection display technology, and touch is made possible through a combination of Infrared light and real-time detection via its built-in camera, at a rate of 60 frames-per-second.

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Xperia Touch enables family and friends to gather around a table, kitchen island or flat wall to enjoy games, watch online video streaming services and communicate using messaging apps and social networks.

The elegant home screen skin is engineered specifically for touch - designed to be both minimalistic and accessible in brightly lit or dark conditions. It provides real-time weather information, a memo board for doodles or video notes, calendar access and a Skype™ portal for video chat with colleagues or loved ones.

Not only is Xperia Touch compatible with PlayStation® 4 Remote Play<sup>1</sup>, it will run any app or game downloaded from the Google Play Store, setting a new precedent for the way hundreds of thousands of application experiences<sup>2</sup> can now be enjoyed. And, the unique projection, touch capability and sensor architecture will provide developers with an entirely new platform on which to build and create.

Xperia Touch rolls out to Europe via select retailers and the Xperia Store Online in selected countries from Spring 2017, with a suggested retail price of €1499<sup>3</sup>.

## **Hands-free. Eyes-free. Ears-free: Xperia Ear “Open-style CONCEPT” is a next-generation Xperia Smart Product concept**

Xperia Ear “Open-style CONCEPT” is based on 'open-ear' audio technology developed within [Sony's Future Lab Program](#), an incubator that enables consumers to trial and shape prototypes from Sony's R&D division.

It utilises Sony's acoustics research and leadership to deliver wireless 'open-ear' stereo headphones, so you can listen to music and receive notifications, whilst simultaneously hearing sounds from the world around you. Whether you're listening to music during a workout or commute, it's an unparalleled ambient experience.

Xperia Ear “Open-style CONCEPT” is built to completely reimagine everyday listening and communication - its two highly powerful spatial acoustic

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conductors and driver units work together to transmit sounds directly to the ear canal.

And just as with [Xperia Ear](#), Xperia Ear "Open-style CONCEPT" will be powered by Sony Agent Technology - a personal assistant that uses conversational voice interaction and head gestures to help you get things done, access information and communicate.

Sony Mobile will continue to develop new features to further increase the in-ear assistant capability. An example of this is 'Anytime Talk' - a new voice-chat service that will allow users to instantaneously start a group conversation in real-time without searching through contacts or needing to dial, with a simple single button press or head movement. The beta version will roll out for the first-generation Xperia Ear over the coming months.

Sony Mobile is exploring the collaborative possibilities with Sony Agent Technology on Xperia Smart Products and the new cloud AI platform from LINE Corporation, the company behind the popular LINE messaging app, to develop and co-create a new communication experience.

## **Four all-new Xperia smartphones; Flagship Xperia™ XZ Premium, Xperia XZs and super mid-range Xperia XA1 and XA1 Ultra**

Sony Mobile also announced four additions to its popular X-series enhancing both the premium and mid-range models - further ensuring that the range offers a variety of features to excite consumers and ensuring that [Xperia](#) is available at each key operator tariff point in markets around the world.

Hideyuki Furumi, EVP, Global Sales & Marketing, at Sony Mobile Communications said: "We've continued to evolve and transform our smartphone portfolio, with an unwavering focus on delivering the most advanced technology in elegantly designed products. Whether it's a memory-stacked camera system capable of super slow motion capture or the world's first 4K HDR smartphone display, we're delivering experiences that connect with users in emotional and meaningful ways like never before."

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[Xperia XZ Premium](#) showcases [Sony's new Motion Eye™ camera system](#) to enable advanced features and excellence in picture quality, as well as [the world's first 4K HDR display](#)<sup>4</sup> (5.5"). Motion Eye camera provides 960fps super slow motion video capture and playback, four times slower than any other smartphone<sup>5</sup>. Xperia XZ Premium is available globally in Luminous Chrome and Deepsea Black from late Spring 2017.

The flagship variant [Xperia XZs](#) brings that same re-engineered Motion Eye camera to select markets in a 5.2" form factor and is available from the beginning of April 2017 in Ice Blue, Warm Silver and Black.

Building on the success of the Xperia XA models launched last year, [Xperia XA1](#) and the [6" large screen XA1 Ultra](#) feature a beautiful borderless design with edge-to-edge screens. Both will surpass camera expectations with high-end rear camera specs including 23MP sensors and low-light capabilities, whilst XA1 Ultra has been designed specifically for selfie lovers with its superior 16MP front camera.

Xperia XA1 and Xperia XA1 Ultra will roll out from Spring 2017<sup>6</sup> with Android Nougat at launch in a choice of contemporary finishes; White, Black, Pink<sup>7</sup> and Gold.

**- ENDS -**

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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)

## 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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1 Single player only - no local multiplayer

2 Application and game performance may vary and/or have limited functionality if leveraging gyroscopic sensing and/or movement, designed for portable devices

3 Pricing and availability may vary by market

4 Xperia™ XZ Premium features a 4K UHD (2160 x 3840 Pixels) High Dynamic Range 5.5 inch display. Verified by Strategy Analytics' SpectRAX Service against the published display specifications for over 9800 smartphones. Correct as of the 16th December 2016.

5 Xperia XZ Premium and XZs features a memory stacked image sensor capable of slow motion video at 960 fps in HD (720p) using device hardware. Verified by Strategy Analytics' SpectRAX service against the published camera sensor specifications for over 9800 smartphones. Correct as of 16/12/2016.

6 Availability varies by market, please check with your local operators or retailers

7 Pink variant available in select markets, please check with your local operators or retailer