

# SONY

## **Sony's new Xperia 10 and 10 Plus brings 21:9 Wide display to the super mid-range line**

- **21:9 Wide Full HD+ display expands viewing area for enhanced entertainment consumption and is ideal to run two apps simultaneously**
- **Dual camera with Bokeh effect for dramatic shooting experience and 21:9 Movie and still image capture**
- **Sony's High-Resolution Audio with DSEE HX™ and LDAC technologies for listening just as artists intended**

**MWC, Barcelona, 25<sup>th</sup> February 2019,** Sony today announced Xperia 10 and Xperia 10 Plus – bringing the 21:9 ratio experience to the super mid-range.

“Our super mid-range line introduces our premium Sony innovations in our most accessible way possible.” said Mitsuya Kishida, President at Sony Mobile Communications. “Our new 21:9 Wide display offers edge-to-edge entertainment in a sleek and slender hand-fit design.”

### **21:9 Wide Full HD+ display for entertainment and productivity**

Xperia 10 and 10 Plus feature a sleek borderless design with 21:9 Wide Full HD+ display, ideal for both entertainment and productivity. Sony's intuitive 21:9 multi-window UI together with the 6.0" display on Xperia 10 and 6.5" on 10 Plus enable two apps to be viewed simultaneously while keeping easy-viewing size for both windows. For example, watch your favourite videos while texting, without having to switch back and forth between two apps. Launching two apps at once has never been so simple.

Either on the home screen long press the app icon that you want to split, or launch Side sense, newly available in the super mid-range, which lets you select both apps you'd like to display in 21:9 multi-window\*.

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Designed for perfect hand fit thanks to their slim form factor, Xperia 10 and Xperia 10 Plus are easy to hold and operate. Both Xperia 10 and 10 Plus are protected by Corning® Gorilla® Glass 5 for toughness and durability, while a beautiful metallic finish complements its elegant form.

## **Get creative with Xperia 10 and Xperia 10 Plus's dual camera with Bokeh effect and 21:9 Movie and still image capture**

Xperia 10 and 10 Plus's 21:9 Movie recording, in 4K, allows you to shoot videos in the same aspect ratio used by film-makers. Multi-aspect ratio lets you choose the ideal size - for example, choose 21:9 to fill the screen or 1:1 for the perfect Instagram post.

The dual cameras on both Xperia 10 (13MP+5MP) and Xperia 10 Plus (12MP+8MP) enable you to capture high quality images with artistic Bokeh effect, making your shooting subject stand out from a defocused background. Exclusive to Xperia 10 Plus, 2X optical zoom\*\* lets you get closer to the action.

To help you get even more creative, both the main and front cameras, for Xperia 10 and 10 Plus, feature SteadyShot™ to capture blur-free videos, even while in motion.

## **Listen just as artists intended with High-Resolution Audio**

Both Xperia 10 and 10 Plus have advanced audio technology with Sony's High-Resolution Audio with and LDAC™ technology available out of the box, so you can hear music in its purest and truest form, even if you're listening wirelessly.

What's more, Sony's Digital Sound Enhancement Engine (DSEE HX™) automatically upscales your compressed sound files to near high-resolution sound quality - injecting new life into your tunes by restoring the subtleties of the original recordings and simulating the sounds of live performances.

## **All-new open-ear headset, SBH82D, for advanced listening and colour matching cases**

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New open-ear Bluetooth® stereo headset, SBH82D, launches alongside Xperia 10 and Xperia 10 Plus in Black, Grey and Blue to complement each device colour. Lightweight, compact and foldable, the wireless behind-the-neck design is shaped for comfortable, all-day listening. SBH82D applies the same inner structure to Xperia Ear Duo which allows users to listen to their favourite music while being able to hear the surroundings thanks to the open-ear style design. SBH82D also features voice assistant functions from Google™ and Apple, as well as hands-free talk. SBH82D is available in select markets from May 2019.

Style Cover Stand is a two-in-one cover and phone stand for both Xperia 10 and 10 Plus. Exclusive to Xperia 10, Style Cover Solid will help protect your phone from serious damage with military spec durability\*\*\*.

Xperia 10 features a Qualcomm® Snapdragon™ 630 Mobile Platform which is designed to enable amazing graphics, advanced multimedia experiences, and long-lasting battery life, with an included 2870mAh battery. Available in: Navy, Black, Silver and Pink. Xperia 10 Plus features a Qualcomm® Snapdragon™ 636 Mobile Platform, bringing impressive performance, outstanding image quality, and long-lasting battery life with a 3000mAh battery. Available in: Navy, Black, Silver and Gold. Both Xperia 10 and 10 Plus launch on Android™\*\*\*\* 9.0 Pie in select markets from 25<sup>th</sup> February\*\*\*\*, available in both Single SIM and Dual SIM\*\*\*\*\*.

**- ENDS -**

**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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\*Available in summer 2019 with software update. Software rollouts are a phased process – timing and availability will vary by market and/or operator. Most models supported but some operator/market exceptions will apply.

\*\* This feature is available for still images only

\*\*\* US MIL-STD-810G-516.7 tested. Actual results may vary depending on usage and conditions. No guarantee made as to phone damage.

\*\*\*\*Android is a trademark of Google Inc.

\*\*\*\*\*Timing and availability may vary by market and/or carrier