

Compelling consumer propositions start with a handset

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Sony Ericsson

Building a compelling music proposition



1 Establish the phone as a credible digital music player

2 Complete consumer offering and the best of Sony

3 Drive operator revenue with easy to use services

Introducing Sony Ericsson Walkman phones



Sony Ericsson



WALKMAN

Confid W800



Building a compelling music proposition

1 Establish the phone as a credible digital music player

**0.5 GB Memory
Stick – 130 songs**

**Music anywhere,
any time**

**Easy PC software
transfer from PC**

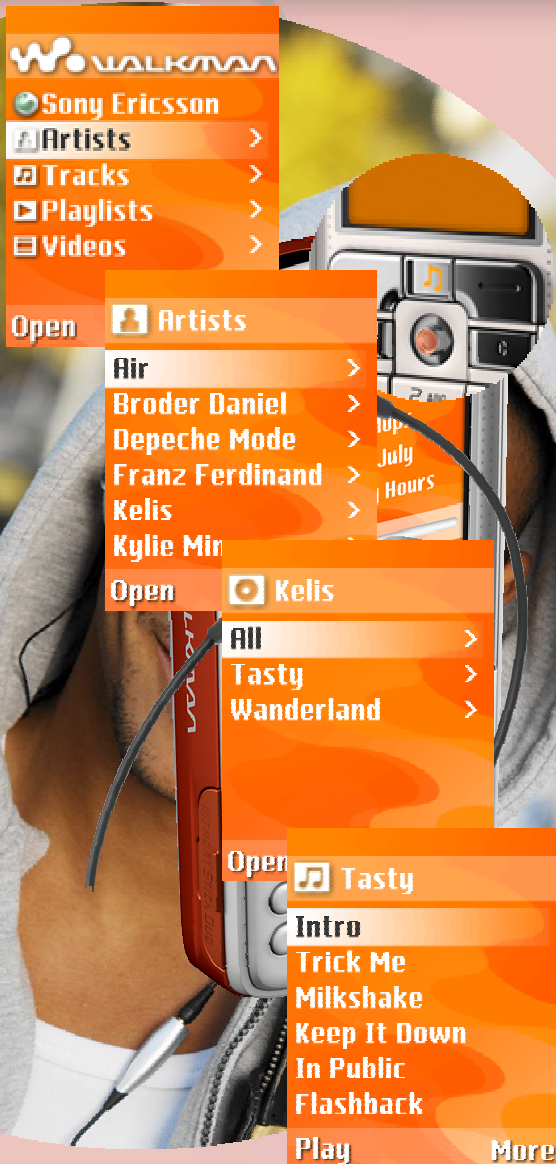
**Up to 30 hours
music listening**

**Standard MP3/AAC
music files**

**Quality stereo
headphones**

**Advanced Media Player
& direct music buttons**

Great design



Building a compelling music proposition

1 Establish the phone as a credible digital music player



Size
Weight
Durability
Phone first

Great design

Walkman instantly communicates music



Sony Ericsson



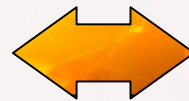
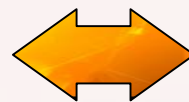
More than ...

Music device

- + *Mobile Phone*
- + *Online services - downloads*
- + *Durability*
- + *Multi-tasking*
- + *2 MegaPixel AF camera*
- + *Expandable memory*

Mobile phone

- + *Large Memory*
- + *Quality stereo headphones*
- + *Advanced music search*
- + *Music PC software*
- + *Music mode*



Music accessories a vital part of the package



W800 - The first Walkman Phone



W800 - The first Walkman Phone



Building a compelling music proposition



1 Establish the phone as a credible digital music player ✓

2 Complete consumer offering and the best of Sony ✓

3 Drive operator revenue with easy to use services

Easy to use solutions based on Open Standards





RealPlayer



Apple iTunes



**Disk2Phone
Music ripping**



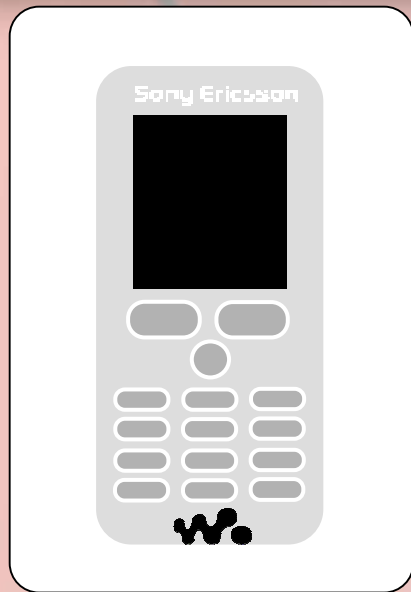
Windows Media Player

Sony Connect



Easy to use solutions based on Open Standards

Over The Air



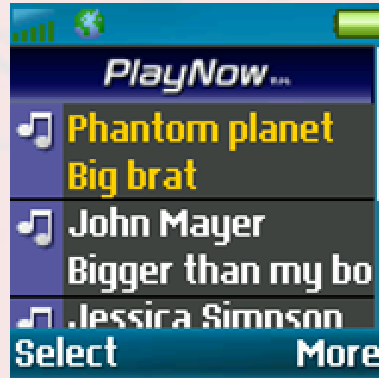


PlayNow™ - Three-click content download



Phase 1

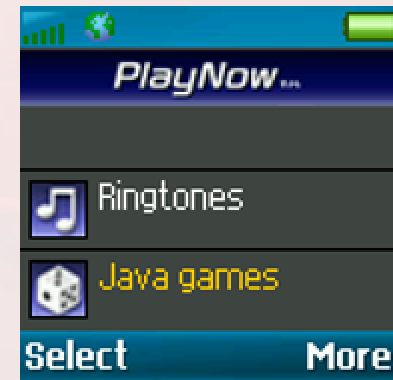
Real music ringtones



*Operated with
Sony BMG Music
Entertainment*

Phase 2

Java games download



Introducing Sony Ericsson Walkman phones



Sony Ericsson



WALKMAN

The promise ...

Anytime

On the move ...

Any People

Easy, affordable, variety...

Anywhere

In the world ...

Any Music

All formats ...

