

Press Release

**Introducing Xperia™ Z –the best of Sony in a premium smartphone**

- **Full HD 5" Reality Display with Mobile BRAVIA Engine 2 for super brightness and clarity**
- **Sony's media applications deliver rich user experiences and instant access to entertainment services**
- **Easy and fast One-touch functions to wirelessly share music, photos and videos across devices**
- **New stand-out Sony design with water and dust resistance**

**January 7th 2013, Las Vegas, USA** – Sony Mobile Communications ("Sony Mobile") today introduces its new flagship Android [smartphone, Xperia Z](#). With a 5" Full HD 1080p Reality Display, Snapdragon™ S4 Pro quad-core processor, 13 megapixel fast-capture camera and 4G LTE, Xperia Z has all the specifications expected from a premium smartphone. On top of this, it brings the best of Sony's unique technology, content, design and connectivity to deliver rich user experiences. Xperia Z will launch globally in Q1 2013.

"With Xperia Z, we are bringing over half a century of innovation in TV, imaging, music, film and gaming to create a superphone experience that truly stands out," said Kuni Suzuki, President and CEO, at Sony Mobile Communications. "With great specifications, Sony's media applications, One-touch functions and outstanding battery life, Xperia Z is well positioned for leadership in the



smartphone market. By putting smartphones at the heart of our strategy, Sony is enabling people to create, enjoy and share content and experiences like never before.”

### **Intelligent Sony Technology**

Xperia Z’s razor sharp Reality Display, powered by Mobile BRAVIA® Engine 2, brings Sony’s long-standing TV expertise to the smartphone and delivers an immersive viewing experience with super brightness and clarity. The smartphone shares capabilities with Sony digital cameras and features Exmor RS for mobile, the world's first image sensor with HDR (High Dynamic Range) video for smartphones. HDR technology gives clear images against strong backlight, so users can capture razor sharp pictures and videos whatever the conditions.

Xperia Z also includes Battery STAMINA Mode that can improve the standby time by four times or more\* by automatically shutting down battery-draining apps whenever the screen is off and starting them up again when the screen is back on.

### **Discover, enjoy and share entertainment with Sony’s media applications and One-touch functions**

Sony media applications offer a consistent entertainment experience across a range of Sony devices. Pre-loaded on Xperia Z, the “WALKMAN”, Album and Movies apps, enable discovery of on-line and off-line content through a single access point with new ways to enjoy and share that content. The “WALKMAN” application provides access to all your downloaded music, a library of 18 million songs to explore from Music Unlimited and Facebook social integration. The Movies application gives consumers access to over 100,000 movies and TV series from Video Unlimited while the Album application enables easy access to Facebook friends’ photos as well as browsing photos by location.\*\*

One-touch functions enable consumers to easily share music, photos and videos from their smartphone to an array of NFC-enabled Sony devices, including speakers, headphones and now TVs. With the new BRAVIA TV, also announced today, simply touch Xperia Z to the remote control of the TV to instantly enjoy your photos and videos on the big screen.

Two additions to Sony's range of NFC-enabled headsets were also introduced today, the [Stereo Bluetooth™ Headset SBH20](#) and the [Wireless Headset DR-BTN200M](#). Touch Xperia Z to either headset and begin listening to tracks instantly.

### **Stand-out design and durability**

Precision engineered with premium materials, Xperia Z introduces a unique OmniBalance design with subtly rounded edges and smooth reflective surfaces on all sides. Despite its slim 7.9mm body, Xperia Z is highly durable with tempered glass and anti-shatter film on the front and back, as well as the highest levels of dust and water resistance\*\*\* (IP55 and IP57) found in a premium smartphone.

In selected markets, a design variant of Xperia Z – Xperia ZL – will also be released in Q1 2013. [Xperia ZL](#) delivers the same immersive entertainment experiences as Xperia Z but in a smaller form factor.

Xperia Z and Xperia ZL will launch on Android 4.1 (Jelly Bean) and will be upgraded to 4.2 shortly after launch for the latest Android user experience.

### **Key features for Xperia Z**

- 5" 1080 x 1920p full HD Reality Display with Mobile BRAVIA® Engine 2
- 13MP Fast Capture camera with Exmor RS for mobile, HDR video, Superior Auto and Noise Reduction to effortlessly capture razor sharp pictures and videos in any conditions
- Dust and water resistant (IP55 & IP57) with a durable glass display
- 1.5 GHz asynchronous quad-core Snapdragon S4 processor with 2GB RAM
- Battery STAMINA mode improves standby time by at least 4 times

- ENDS -

*\* Based on testing done with default settings, default accounts and applications for Skype™ and Twitter downloaded to the phone. The more applications installed, the bigger the effect of Battery STAMINA Mode.*

*\*\*Sony Entertainment Network services are subject to availability by region, please see [www.sonyentertainmentnetwork.com](http://www.sonyentertainmentnetwork.com) for more details.*

*\*\*\* In compliance with IP55 and IP57, Xperia Z is protected against the ingress of dust and is water resistant. Provided that all ports and covers are firmly closed, the phone is (i) protected against low pressure jets of water from all practicable directions in compliance with IP 55; and/or (ii) can be kept under 1 meter of freshwater for up to 30 minutes in compliance with IP 57.*

**FOR MEDIA INFORMATION PLEASE CONTACT:**

For more information, images and videos please visit: [www.sonymobile.com/pressreleases](http://www.sonymobile.com/pressreleases)  
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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 portfolio, 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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<b>Xperia Z specifications</b>	<i>*All services mentioned in this document may not be available in every market.</i>
Colours	Black Purple White
Facts	Size: 139x71x7.9 mm Weight: 146 grams 1.5 GHz Qualcomm APQ8064+MDM9215M Quad Core Adreno 320 Google™ Android™ 4.1 (Jelly Bean)
Camera	13MP 16x digital zoom Auto focus Burst Mode HDR for both picture and video Face detection Flash/Pulsed LED

	<ul style="list-style-type: none"> <li>Flash/Photo light</li> <li>Front-facing camera 2.1MP (1080p video)</li> <li>Geotagging</li> <li>HD video recording (1080p)</li> <li>Image stabiliser</li> <li>Object tracking</li> <li>Picture Effect</li> <li>Quick Launch</li> <li>Red-eye reduction</li> <li>Scene recognition</li> <li>Self-timer</li> <li>Send to web</li> <li>Smile shutter</li> <li>Sony Exmor RS™ for mobile image sensor</li> <li>Superior Auto</li> <li>Sweep Panorama</li> <li>Touch capture</li> <li>Touch focus</li> <li>White balance</li> </ul>
Music	<ul style="list-style-type: none"> <li>3D Surround Sound (VPT)</li> <li>Album art</li> <li>Bluetooth™ stereo (A2DP)</li> <li>ClearAudio+</li> <li>Clear bass</li> <li>Clear Phase™</li> <li>Clear stereo</li> <li>Dynamic normalizer</li> <li>PlayNow™ service*</li> <li>SensMe™</li> <li>TrackID™ music recognition*</li> <li>“WALKMAN” application</li> <li>xLoud™ Experience</li> </ul>
Internet	<ul style="list-style-type: none"> <li>Bookmarks</li> <li>Google Chrome™</li> <li>Google Play™</li> <li>Google™ search*</li> <li>Google Voice™ Search*</li> <li>Google Maps™ for Mobile with Street view and Latitude™*</li> <li>NeoReader™ barcode scanner</li> <li>Pan &amp; zoom</li> <li>Web browser (WebKit™)</li> </ul>
Communication	<ul style="list-style-type: none"> <li>Call list</li> <li>Facebook™ application*</li> <li>Google Talk™ application*</li> <li>Noise suppression</li> <li>Polyphonic ringtones</li> <li>Speakerphone</li> <li>Twitter™ integration*</li> </ul>
Messaging	<ul style="list-style-type: none"> <li>Conversations</li> <li>Email</li> <li>Google Mail™*</li> </ul>

	<p>Handwriting recognition  Instant messaging  Multimedia messaging (MMS)  Predictive text input  Sound recorder  Text messaging (SMS)  Voice input</p>
Design	<p>Auto rotation  Face Unlock  Gesture input  IP55 and IP57 (dust and water resistant)  On-screen QWERTY keyboard  Sensor on Lens Display  Screenshot capturing  Touch screen  Wallpaper  Wide color gamut</p>
Entertainment	<p>3D games  Media browser  Motion gaming  PlayStation™ Certified  Radio (FM radio with RDS)  Sony Entertainment Network*  TV launcher  Video streaming  YouTube™*</p>
Organiser	<p>Airplane mode  Alarm clock  Calculator  Calendar  Contacts  Document readers  eCompass™  Infinite button  Notes  Setup guide  Stopwatch  Tasks  Timer</p>
Connectivity	<p>3.5 mm audio jack (CTIA)  aGPS*  Bluetooth™ 4.0 wireless technology  DLNA Certified®  GLONASS*  HDMI via MHL support  Media Go™  Media Transfer Protocol support  Micro USB support  Native USB tethering  NFC  PC Companion  Throw</p>

	<p>Screen mirroring  Synchronisation via Exchange  ActiveSync®  Synchronisation via Facebook™  Synchronisation via Google™  Synchronisation via SyncML™  USB charging  USB High speed 2.0 support  Xperia™ Link  Wi-Fi™  Wi-Fi™ Hotspot functionality</p>
Display	<p>16,777,216 colour TFT HD Reality Display with Sony  Mobile BRAVIA® Engine 2  1920x1080 pixels  5.0 inches  Shatter proof sheet on scratch-resistant glass</p>
Memory	<p>2 GB RAM  Up to 16 GB*  microSD™ card, memory card slot (supporting up to  32GB)</p>
Networks	<p>Regional variants covering:  LTE  UMTS HSPA+  GSM GPRS/EDGE</p>
Battery life	<p>Talk time GSM: Up to 11 hrs**  Standby time GSM: Up to 550 hrs**</p> <p>Talk time UMTS: Up to 14 hrs**  Standby time UMTS: Up to 530 hrs**  Standby time LTE: Up to 510 hrs**</p> <p>Music listening time: Up to 40 hrs  Video playback time: Up to 5.5 hrs</p> <p>Battery: 2330 mAh minimum</p> <p>**Values are according to GSM Association Battery Life Measurement  Technique. Battery performance may vary depending on network conditions  and configurations, and phone usage.</p>
In the kit	<p>Xperia™ Z, embedded battery, Sony MH-EX300AP  headset, charger, micro USB cable for charging,  synchronisation and file transfer, and user  documentation.</p>