



Press Release

Sony Mobile Communications unveils Xperia GX and Xperia SX – the first Sony LTE smartphones for the Japanese market

- **Powerful performance and ultra-fast network speed combined with easy connectivity and premium entertainment experiences**
- **Xperia GX features a 4.6" HD screen and 13MP camera for ultra real viewing experiences**
- **Xperia SX is the world's lightest LTE smartphone weighing only 95 grams**

9 May, London, United Kingdom - Sony Mobile Communications today announced two new Xperia™ Android smartphones designed specifically for the Japanese market. Xperia GX and Xperia SX join the popular Xperia NX and Xperia acro HD, currently among the best selling smartphones in Japan. Both Xperia GX and Xperia SX enable easy connectivity with multiple screens to share and enjoy content on whichever screen best suits the situation, whether it's TV, smartphone, laptop or tablet.

Xperia LTE smartphones for Japan

The first Sony branded smartphones to launch in Japan Xperia GX and Xperia SX are LTE enabled with download speeds of up to 75mbps. They come with 1.5GHz dual core processors for faster performance and Reality Display



Xperia GX

powered by the Mobile BRAVIA® Engine for razor sharp clarity, full HD video and Sony Exmor R™ for mobile, enabling the capture of high quality, bright pictures and HD videos even in low light. With HD sharing through DLNA, and HDMI, controlling the smartphone with the TV remote control when connected to the TV, Xperia GX also deliver a full HD experience on the big screen.



Xperia SX

New media applications

Bringing the best of Sony technology and premium entertainment experiences, Xperia GX and Xperia SX also introduce three new media applications:

- The "WALKMAN" application integrates signature high quality audio technologies such as clear stereo, clear bass, VPT surround sound, manual equalizer and xLOUD™ with new innovative ways to play, discover and recommend music.
- The "Album" application brings new intuitive ways to sort and browse high quality photos and videos in blazing speed, as well as providing instant viewing, commenting and sharing of photos on Facebook and other online albums, leveraging the great camera capabilities of Xperia GX and Xperia SX.
- The "Movies" application streamlines the playback and viewing of movies in high quality audio and video with intelligent database search to discover more info about the movie for a rich and immersive experience.

Xperia GX – capture ultra real memories in high definition

Xperia GX boasts a 4.6" HD resolution screen for superior viewing. With a 13MP camera and full HD video recording, Xperia GX enables consumers to capture unforgettable moments in the highest quality, wherever they are. Building on the design success of Xperia arc, Xperia GX incorporates a matte texture and slimline body which fits perfectly into the consumer's palm or pocket.

Key features for Xperia GX

- 4.6" Reality Display powered by Mobile BRAVIA Engine for razor-sharp clarity.
- 1.5GHz dual-core processor for faster performance.
- 16GB internal flash storage.
- 13MP camera with Sony Exmor R for mobile, HD video recording, and Sony technology to take 3D panoramic images.
- Launching on Android 4.0, Ice Cream Sandwich.
- Available in white and black.

Xperia SX – the world's lightest LTE smartphone

Xperia SX combines a sleek and simplistic design with high functionality. Xperia SX is the world's lightest* LTE smartphone weighing only 95 grams. It has an iconic design with a slim body makes it easy to fit into the consumer's hand or pocket.

Key features for Xperia SX

- World's lightest LTE smartphone, weighing only 95g.
- 3.7" Reality Display with Mobile BRAVIA Engine.
- 1.5GHz dual-core processor for faster performance.
- 8GB internal flash storage.
- 8MP camera with Sony Exmor R for mobile, HD video recording, and Sony technology to take 3D panoramic images.
- Japanese specific features such as infrared port data exchange, mobile wallet and mobile TV.
- Launching on Android 4.0, Ice Cream Sandwich.
- Available in black and white.

Xperia GX and Xperia SX will be available in the Japanese market from summer 2012.

- ENDS -

*As of May 7th, 2012, Sony Mobile Communications research.

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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. 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