

Press Release

Sony Ericsson to showcase their new convergence multimedia phone, the Xperia™ X1, at Tent London as part of Design Week.

London, UK, Hall T4 – Sony Ericsson will showcase its innovative and unique style in mobile phone design at Tent London by launching the new Xperia™ X1 at the show, which takes place at the Truman Brewery in Brick Lane during London Design Week.

Visitors will get the chance to experience the unique panel user interface, industry-first real stainless steel and arch-slider industrial design through hands-on experience of the Xperia™ X1 at the Sony Ericsson exhibition. They will also get to meet the designers of the phone, view some of the initial concept drawings of the product and gain insight into the inspiration behind the design of one of the most exciting mobile phones to hit the market this year.

The Xperia™ X1 was first announced at Mobile World Congress in Barcelona in February 2008. The announcement of Xperia™ X1, a stand-out, arch slider phone from Sony Ericsson designed to address the growing need for a premium, converged mobile experience, opened a new era in mobile communications. This mobile phone is not just a phone which individuals will take with them everywhere, but can be personalized to mirror the lifestyle choices of the individual using it. The unique panel interface puts the individual right at the centre of the phone and give users an “always connected” PC-like experience. With Xperia™ X1 consumers are given the platform and the tools to shape their own experience and create a device that is bespoke to them.

Tent London is the design show of the year, known for its art and architecture, vintage and contemporary design focus attracting emerging and established designers from around the world. The XPERIA™ X1 from Sony Ericsson will be exhibited in the T4 Hall for the four days of the exhibition, and on sale in selected markets from Q4, 2009.

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Legal

- 1) Facts and features may vary depending on local variant.
- 2) Talk and standby times are affected by network preferences, type of SIM card, connected accessories and various activities e.g. games. Kit contents and colour options may differ from market to market. The full range of accessories may not be available in every market.

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About Sony Ericsson

Sony Ericsson is a top global industry player with sales of over 100 million phones in 2007. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson, please visit www.sonyericsson.com

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TENT LONDON NOTES FOR EDITORS:

For additional details on Tent London, please contact Louise or David Gorrod at PR-Girl, email press@tentlondon.co.uk, Tel: +44 (0)1273 722469, website: www.tentlondon.co.uk

Press Registration

Members of the press can register www.tentlondon.co.uk/visit.html by **12 September 2008** to receive press pass and attend the show on any day.

Admissions Policy

The show is open to trade and public.

Trade & Press - To gain free entry and save the £10.00 admission fee – trade visitors must register online at www.tentlondon.co.uk before 12 September 2008.

Public & Student Ticket Prices

£7.50 in advance

£10.00 on the door

For advance ticket purchase, visit www.tentlondon.co.uk/visit.html

Children

Children under 16 are welcome, but must be accompanied by an adult: under 5's are free; under 16's £5. *Visitors are advised that due to the value and delicate nature of some of the objects on display, children of all ages must be closely supervised.

When & Where

Tent London will take place from 18 - 21 September 2008, at the Truman Brewery, Brick Lane, London, E1 6QL. Entrance on Brick Lane, opposite Woodseer Street.

TENT LONDON OPENING TIMES:

Thursday 20 September	1000 - 2000hrs
Friday 21 September	1000 - 2000hrs
Saturday 22 September	1000 - 2000hrs
Sunday 23 September	1100 - 1700hrs

www.tentlondon.co.uk