



## Press Release

### Sony Ericsson unveils James Bond's latest phone

**Sony Ericsson is launching a limited edition Titanium silver C902 Cyber-shot™ phone as used by James Bond in the eagerly awaited QUANTUM OF SOLACE which will be released worldwide November 2008. The new mobile phone will make sure you are ready for any challenge, immersing you into the world of a secret agent with interactive 007 content and a spy-style game.**

London, UK, 4<sup>th</sup> August - Sony Ericsson is excited to unveil an exclusive partnership between the Metro-Goldwyn-Mayer Pictures/Columbia Pictures release of EON Productions' 22nd James Bond adventure, QUANTUM OF SOLACE, and the C902 Titanium silver edition. The phone, as used by James Bond - played by actor Daniel Craig in the new film - will be available for a limited period and include a memory card loaded with a host of 007 content.

Users will get the chance to know exactly what it takes to be a secret agent like James Bond with the first level\* of an exclusive pre-loaded spy-style game. In addition, the full colour trailer of the film, behind-the-scenes interviews with the stars and exclusive content such as wallpapers and screen savers will be available on the phone and the memory card\*\*.

The C902 Cyber-shot™ phone is used throughout the film by James Bond to capture evidence and assist the agent on his mission. The 5MP camera, with a unique slide-out lens cover, illuminated touch icons providing quick and easy access to camera options, Face detection, Photo flash and Auto focus enables James Bond to send high resolution shots back to MI6 for quick recognition of his enemies. The phone also offers BestPic™ which allows users to take nine pictures of a moving object simultaneously and choose the best shot to use, plus Picture blogging for uploading photos to blogsites and PictBridge for printing direct to a printer, without the need for a PC or laptop.

In August 2006, Sony Ericsson also teamed up with James Bond to launch the limited edition James Bond *Casino Royale* silver K800i Cyber-shot™ camera phone and in November 2002 the Sony Ericsson P900 and T68i mobile phones were used by several of the cast in the 20th James Bond film, *Die Another Day*.

Lennard Hoornik, Corporate Vice President and Global Head of Marketing, Sony Ericsson comments, "We are excited to announce the continuation of our relationship with the James Bond films and unveil James Bond's new phone for this year - the limited edition version of our C902 Cyber-shot™ phone. With the rich array of content both on the phone and preloaded on a memory card bundled with the C902 Titanium silver limited edition, fans of the secret agent will only get more James Bond with Sony Ericsson."

Daniel Craig reprises his role as Ian Fleming's James Bond 007 in QUANTUM OF SOLACE, the Metro-Goldwyn-Mayer Pictures/Columbia Pictures release of EON Productions' 22nd

adventure in the longest-running film franchise in motion picture history. The film is directed by Marc Forster. The screenplay is by Neal Purvis & Robert Wade and Paul Haggis. Michael G. Wilson and Barbara Broccoli produce.

### **The Sony Ericsson C902 Cyber-shot™ - an image and style statement**

- Launched worldwide in July 2008
- Slim Cyber-shot™ phone with unique slide-out lens cover. Camera-ready in an instant
- 5.0 megapixel camera with Face detection and Auto focus. Always capture the best shot possible
- Illuminated camera touch keys. Intuitive guidance around the camera settings
- 160MB built-in memory – the equivalent of storage for up to 100 full resolution photos – plus the possibility to add even more memory with the Memory Stick Micro™ (M2) that can be bundled with the phone depending on the market.
- The phone incorporates the latest in lighting technology – Photo flash – giving better quality pictures even in low-light conditions.
- Light solution added to the established BestPic™ feature –take 9 photos in quick succession, choose the best and delete the rest.

The C902 Cyber-shot™ is a UMTS/HSDPA 2100 and EDGE/GPRS 850/900/1800/1900 phone that will be available in selected markets in Titanium Silver in Q4 of 2008 for a limited period.

\*Level 1 will be available in selected markets with additional levels made available through Sony Pictures

\*\*Content pre-loaded onto the phone:

- Welcome message
- Dynamic screensavers
- Static and dynamic wallpapers
- James Bond mobile theme
- QUANTUM OF SOLACE movie trailer

Content pre-loaded onto the memory stick:

- Newswraps x 3 (behind the scenes interviews and footage from the movie and it's stars)
- Wallpapers x 5
- Screensaver x 1
- Activision trailer
- "Top Agent" game

-ENDS-

### **Sony Ericsson C902 Cyber-shot™ – At a Glance**

C902 Cyber-shot™
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<b>Camera</b>	<ul style="list-style-type: none"> <li>Auto focus</li> <li>Auto rotate</li> <li>BestPic™</li> <li>5 megapixel camera</li> <li>2.5x digital zoom</li> <li>Face detection</li> <li>Photo fix</li> <li>Photo flash</li> <li>Picture blogging</li> <li>Video recording</li> <li>Video light</li> <li>Video stabiliser</li> <li>Image stabiliser</li> </ul>
<b>Music/Entertainment/Navigation</b>	<ul style="list-style-type: none"> <li>Media player</li> <li>Mega Bass™</li> <li>Music tones (MP3/AAC)</li> <li>PlayNow™</li> <li>TrackID™</li> <li>FM radio</li> <li>Java</li> <li>Media</li> <li>Video streaming</li> <li>Video viewing</li> <li>3D games</li> </ul>
<b>Web/Internet</b>	<ul style="list-style-type: none"> <li>Access NetFront™ Web browser</li> <li>RSS feeds</li> </ul>
<b>Communication &amp; Messaging</b>	<ul style="list-style-type: none"> <li>Polyphonic ringtones</li> <li>Speakerphone</li> <li>Vibrating alert</li> <li>Video calling</li> <li>Email</li> <li>Instant messaging</li> <li>Picture messaging (MMS)</li> <li>Predictive text input</li> <li>Sound recorder</li> <li>Text messaging (SMS)</li> </ul>
<b>Design</b>	<ul style="list-style-type: none"> <li>Navigation key</li> <li>Picture wallpaper</li> <li>Wallpaper animation</li> </ul>
<b>Connectivity</b>	<ul style="list-style-type: none"> <li>Bluetooth™ technology</li> <li>Modem</li> <li>Synchronisation</li> <li>USB mass storage</li> <li>USB support</li> <li>PictBridge</li> </ul>
<b>Organiser</b>	<ul style="list-style-type: none"> <li>Alarm clock</li> <li>Calculator</li> </ul>

	<p>Calendar  Flight mode  Notes  Phone book  Stopwatch  Tasks  Timer</p>
<b>Accessories</b>	<p>In-Box:</p> <ul style="list-style-type: none"> <li>• Battery,</li> <li>• Charger,</li> <li>• USB cable,</li> <li>• Stereo Portable Handsfree</li> <li>• Wrist strap in leather</li> <li>• Sony Ericsson PC Suite</li> <li>• Media Manager</li> <li>• User guide</li> </ul> <p>Optional:</p> <p><b>USB Card Reader CCR-70</b>  Transfer photos and more easily from your phone to a PC.</p> <p><b>Bluetooth™ Headset  HBH-PV712</b>  A powerful wireless handsfree with extra Style-up™ cover</p> <p><b>GPS-Enabler  HGE-100</b>  Add GPS technology to your phone. Know where you are, where you're going and how to get there</p> <p><b>Design Collection IDC-23</b>  Black leather case with a separate credit card compartment, matching hand strap and detachable jewellery</p>
<b>Facts and Figures</b>	<p>Size: 108 x 49 x 10,5 mm  Weight: 107 grams</p> <p>Colours:  Titanium Silver</p> <p>Screen: 262,144 colour TFT  Resolution: 240x320 pixels  Size: 2 inches</p> <p>Phone memory: Up to 160MB  Memory Stick Micro™ (M2™) support</p> <p>Talk time GSM: Up to 9 hrs  Standby time GSM: Up to 400 hrs</p>

	Talk time UMTS: Up to 3.5 hrs Standby time UMTS: Up to 350 hrs
<b>Availability and Versions</b>	Networks: UMTS/HSDPA 2100  GSM/GPRS/EDGE 850/900/1800/1900

#### 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](http://www.sonyericsson.com)*

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#### **EON Productions**

EON Productions/Danjaq, LLC, is owned by the Broccoli family and has produced twenty two James Bond films since 1962, including QUANTUM OF SOLACE. The James Bond films, produced by

Michael G. Wilson and Barbara Broccoli, make up the longest running franchise in film history and include the recent blockbuster films GoldenEye, Tomorrow Never Dies, The World is Not Enough, Die Another Day and Casino Royale. EON Productions and Danjaq LLC, are affiliate companies and control all worldwide merchandising of the James Bond franchise.

#### **About Columbia Pictures**

Columbia Pictures, part of the Columbia TriStar Motion Picture Group, is a Sony Pictures Entertainment company. Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

#### **About Metro-Goldwyn-Mayer Inc.**

Metro-Goldwyn-Mayer Inc., through its operating subsidiaries, is actively engaged in the worldwide production and distribution of motion pictures, television programming, home video, interactive media, music and licensed merchandise. The company owns the world's largest library of modern films, comprising around 4,100 titles. Operating units include Metro-Goldwyn-Mayer Studios Inc., Metro-Goldwyn-Mayer Pictures Inc., United Artists Films Inc., Ventanazul, MGM Television Entertainment Inc., MGM Networks Inc., MGM Domestic Networks LLC, MGM Distribution Co, MGM International Television Distribution Inc, Metro-Goldwyn-Mayer Home Entertainment LLC, MGM ON STAGE, MGM Music, MGM Worldwide Digital Media, MGM Consumer Products and MGM Interactive. In addition, MGM has ownership interests in international TV channels reaching nearly 120 countries. MGM ownership is as follows: Providence Equity Partners (29%), TPG (21%), Sony Corporation of America (20%), Comcast (20%), DLJ Merchant Banking Partners (7%) and Quadrangle Group (3%). For more information, visit [www.mgm.com](http://www.mgm.com).