



## GreenHeart™ credentials expanded with the Sony Ericsson Elm and the Sony Ericsson Hazel mobile phones

- Two new GreenHeart™ phones and the first GreenHeart™ accessory – Bluetooth™ Noise Shield Handsfree VH700
- Sony Ericsson builds on its environmental heritage with new commitment to the GreenHeart™ strategy through its accessories portfolio

**London, December 14, 2009:** Today Sony Ericsson announces the Sony Ericsson Elm phone, the Sony Ericsson Hazel phone and the Bluetooth™ Noise Shield Handsfree VH700, the newest additions to the company's GreenHeart™ portfolio. The two mobile phones and one accessory provide consumers with an expanded range of products to make an educated green choice without compromising on design and functionality.



The Sony Ericsson Hazel phone and the Sony Ericsson Elm phone

“The Sony Ericsson Elm and the Sony Ericsson Hazel phones offer consumers a green choice without compromising on features or fun. These mobile phones also give consumers a better voice quality experience, with Noise Shield, Clear Voice and Intelligent Volume Adaptation. Both phones offer an easy-to-use social networking experience featuring the Widget Manager application, which allows users access to their social networking page via the stand-by screen and quickly switch between different social networks.” said Fortuné Alexander, Global Marketing Director at Sony Ericsson.

Sony Ericsson has also announced today its ambition to making all of its accessories 100 per cent GreenHeart™ compliant by 2011.

“Building on the established heritage of our parent companies we have worked continuously to maintain our leadership position by committing to reduce our own CO<sub>2</sub> emissions by 20 per cent and product life cycle CO<sub>2</sub> emissions by 15 per cent by 2015.” said Mats Pellbäck Scharp, Environmental Director at Sony Ericsson.

“The Sony Ericsson Elm phone, Sony Ericsson Hazel phone and the **VH700** are a testament of our continued commitment to the environment and are part of the ongoing roll-out of our GreenHeart™ strategy announced in June 2009.” continues Mats Pellbäck Scharp.

Steve Alder, General Manager Group and UK Devices for O2, said: “Offering Sony Ericsson GreenHeart™ phones to our customers has been a part of our strategy to integrate sustainability across all our products and services thereby helping our customers reduce their environmental footprint. As an industry it is essential we embrace innovation in this area and incorporating greener credentials across our product portfolio is certainly a focus for us moving forwards.”

The Sony Ericsson Elm phone, the Sony Ericsson Hazel phone and the VH700 all benefit the environment and help reduce CO<sub>2</sub> emissions through:

- Recycled plastics
- E-manual in phone
- Free from hazardous chemicals
- Low power consumption charger (**EP300** GreenHeart™)
- Walk Mate eco application
- Green calculator
- Minimized packaging
- Condensed user guide (**VH700**)
- Waterborne paint (**VH700**)

Both phones announced today will be shipped with a GreenHeart™ personal handsfree; the Stereo Portable Handsfree **HPM-60J**, which is a step towards reaching the 100 per cent GreenHeart™ accessories goal.

#### The Sony Ericsson Elm phone and the Sony Ericsson Hazel phone - Designed for life and more

- Quality voice – noise shield, clear voice and intelligent volume adaptation
- Natural fit – human curvature and ergonomic keypad fits in the palm of a hand
- Feel secure – back up your personal information over the air on Sonyericsson.com
- Social networking the easy way – easily switch to Facebook™, myspace™ and Twitter
- 5.0 megapixel autofocus camera – snap friends and family and upload images to blogs and websites
- Essential guide – Google™ search and Google™ Maps, Wisepilot™, turn-by-turn navigation with AGPS and 10 days free weather forecast with Accuweather
- Media player – get a rich media experience

The Sony Ericsson Elm phone and the Sony Ericsson Hazel phone support GSM/GPRS/EDGE 850/900/1800/1900 and HSPA 2100/900. The Sony Ericsson Elm phone will be available in the colours Metal Black and Pearly Rose from Q1 2010. The Sony Ericsson Hazel will be available in the colours Superior Black and Passionate Rouge from Q2 2010.

#### Bluetooth™ Noise Shield Handsfree **VH700**

- Create your own phone booth
- Dual microphone Noise Shield eliminates



- background noise
- Hear every word, everywhere with Intelligent Voice adaptation
- Bluetooth™ - wireless freedom
- Wirelessly connect to two phones simultaneously with this clip-on handsfree

Bluetooth™ Noise Shield Handsfree **VH700** will be available in the colours Black, Silver/White, Pink/White and Red/White from Q2 2010.

-ENDS-

### The Sony Ericsson Elm phone and the Sony Ericsson Hazel phone at a glance

Camera	5 megapixel camera Up to 4x digital zoom Auto focus Face detection Geo tagging Photo feeds Photo fix Photo flash (LED) Send to web Smile detection Video light Video recording
Music	Album art Bluetooth™ stereo (A2DP) Media player MEGA BASS™ Music Tones (MP3/AAC) PlayNow™ SensMe™ TrackID™
Web	Access NetFront™ Web browser Bookmarks Google™ search (from standby) Web feeds
Voice	Intelligent volume adaptation Clear voice Noise Shield HD Voice ready* Polyphonic ringtones Speakerphone Vibrating alert Video calling * designed to support AMR-WB technology during the product lifecycle
Messaging	Conversational messaging Email Microsoft® Exchange ActiveSync™ Instant messaging Picture messaging (MMS) Predictive text input Sound recorder Text messaging (SMS) Unified messaging

Design	Auto rotate Light Media Browser Navigation key Picture wallpaper Splash resistant Wallpaper animation
Entertainment	3D games Facebook™ FM radio with RDS Java MySpace™ Tracker Twitter™ Video streaming Video viewing Walk Mate Eco Widget Manager YouTube™
Connectivity	Bluetooth™ technology Modem PictBridge Synchronisation USB mass storage USB support Wi-Fi™
Organizer	Alarm clock Calculator Calendar Flight mode Notes Phone book Stopwatch Tasks Timer
Location-based services	A-GPS Google Maps™ Wisepilot™ turn-by-turn navigation* *The service may not be available in every market. For more information, go to <a href="http://www.sonyericsson.wisepilot.com">www.sonyericsson.wisepilot.com</a>
Accessories	In-Box: <ul style="list-style-type: none"> <li>• The SonyEricsson Elm/ Sony Ericsson Hazel phones</li> <li>• Battery</li> <li>• Charger EP300 GreenHeart™</li> <li>• Stereo portable handsfree HPM-60J GreenHeart™</li> <li>• E-manual</li> </ul> Optional: <ul style="list-style-type: none"> <li>• Bluetooth™ Noise Shield Handsfree VH700</li> <li>•</li> </ul>
Facts and Figures	The Sony Ericsson Hazel phone: Size: 102.5 x 49.5 x 16 mm Weight: 120 grams  Colours: Superior Black and Passionate

	<p>Rouge</p> <p>Main screen: 16,777,216 colour TFT Resolution: 240 x 320 pixels Size: 2.6 inches</p> <p>Phone memory: Up to 280MB Memory card support: SanDisk microSD™</p> <p>Talk time GSM/GPRS: Up to 10 hrs Standby time GSM/GPRS: Up to 430 hrs Talk time UMTS: Up to 4 hrs Standby time UMTS: Up to 450 hrs Video talk time: Up to 3 hrs</p> <p>The Sony Ericsson Elm phone: Size: 110 x 45 x 14 mm Weight: 90 grams</p> <p>Colours: Metal Black and Pearly Rose</p> <p>Main screen: 262,144 colour TFT Resolution: 240 x 320 pixels Size: 2.2 inches</p> <p>Phone memory: Up to 280MB Memory card support: SanDisk microSD™</p> <p>Talk time GSM/GPRS: Up to 10 hrs Standby time GSM/GPRS: Up to 430 hrs Talk time UMTS: Up to 4 hrs Standby time UMTS: Up to 446 hrs Video talk time: Up to 3 hrs</p>
Availability and versions	<p>Networks: HSPA 2100 HSPA 900/2100 GSM/GPRS 850/900/1800/1900</p>

### Bluetooth™ Noise Shield Handsfree VH700

Facts and figures	<p>Talk/standby time: 5/250 Length: 45.45mm (Main body) Weight: 16.74g Colours: Black, Silver/White, red/White and Pink/White Connector: Micro USB Answer/End button: Yes Volume button: Yes Wearing style: clip-on Bluetooth™ version: 2.1</p>
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## Legal

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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.

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*Sony Ericsson is a 50/50 joint venture by Sony and Ericsson established in October 2001, with global corporate functions located in London and operations in major markets around the world. Sony Ericsson's strategy is to become the industry leader in mobile Communication Entertainment, through new styles of interaction across the internet and social media. Sony Ericsson offers exciting consumer experiences through innovative and feature rich phones, accessories, content and applications. For more information, please see: [www.sonyericsson.com/press](http://www.sonyericsson.com/press).*

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