

Sony Ericsson kicks off with the world's smallest* Android™ phone for the world's biggest game.

- The second phone from Sony Ericsson on the Android™ operating system, Xperia™ X10 mini – small as a credit card and offering superior performance.
- Exclusive to Optus throughout the 2010 FIFA World Cup™.
- Favourite apps and social media made instantly available with the intuitive one touch, four corner touchscreen.
- Embrace football fever with Sony Ericsson at the International FIFA Fan Fest™ in Sydney and enjoy Optus free live streaming of all 64 games of the 2010 FIFA World Cup™¹.

Australia, 7th June 2010: Today sees the launch of the new Xperia™ X10 mini, the small and sociable version of the Xperia™ X10. Discover and enjoy mobile entertainment and the best of the 2010 FIFA World Cup™, only with Optus, in an ultra compact form, without compromising on the high quality features and performance expected from an Xperia™ handset.

Exclusive to Optus for the 2010 FIFA World Cup™ period, the stylish human curvature design of the Xperia™ X10 mini, combined with touch navigation optimised for compact screens, offers you the easiest way to connect and communicate with one hand. Keep on top of the FIFA World Cup™ action with one touch access to match scores, news, statistics, highlight clips and 500 FIFA archived video on demand clips provided by Optus.

A clever graphical user interface, with four customisable touch corners and intuitive navigation, opens up limitless possibilities to access favourite applications, social networking, web links and email with just one touch.

Determined not to miss a minute of the FIFA World Cup™? Simply customise one corner with a link to the Optus 2010 FIFA World Cup™ mobile site and watch free live and uninterrupted streaming of every match, especially filmed for mobile and exclusive to Optus². Build a unique mobile phone experience and download games, movies, music and thousands of free and best-selling applications at Android Market™ (available in Australia and New Zealand).

Keeping track of your football obsessed friends during the FIFA World Cup™ has never been easier. The Xperia™ X10 mini makes communicating so simple with Timescape™, which



brings together all messages, missed calls, photos, Facebook™ emails, SMS and Tweets in chronological order onto one screen.

To enjoy music on the Xperia™ X10 mini at its best, press the Infinite button when enjoying a music track, to be transported to related content on YouTube™ and find out more about your favourite football anthems.

“As the Official Mobile Handset of the 2010 FIFA World Cup™, we are kicking off the world’s smallest* Android™ phone—the Xperia™ X10 mini—in time for the world’s biggest game,” said Brendan Johnston, Managing Director, Sony Ericsson Oceania. “The Xperia™ X10 mini lets you stay up to date with all communication in one place, and what better time to do this than when you’re mad with football fever and texting game meeting points to friends and watching live streaming of games! The Xperia™ X10 mini opens up limitless possibilities, both during the FIFA World Cup™ and in your everyday life, with one-touch access to your favourite apps, web links and more.”

Michael Smith, Managing Director, Optus Consumer said, “As the exclusive 2010 FIFA World Cup™ Mobile Broadcaster in Australia, Optus is excited to be providing live streaming of all 64 matches of the FIFA World Cup™ free to our customers, demonstrating our support of the game at all levels. Customers using the exclusive Optus Sony Ericsson Xperia™ X10 mini will experience our groundbreaking content; offering world leading ‘made for mobile’ streaming of the FIFA World Cup™, with dedicated cameras providing a mobile optimised feed making our customers feel closer to the action than ever before. We’re looking forward to seeing our customers experiencing this free stream when the Socceroos face Germany in their opening match on June 14 at 4:30am – go Socceroos!”

Sony Ericsson is letting you be a part of the pinnacle of the football calendar, with a host of fun activities taking place at the International FIFA Fan Fest™ in Sydney. From 11 June – 12 July 2010, Sydney’s Darling Harbour will be transformed by football fervour, as matches are broadcast live on giant screens and a dynamic entertainment program plays out.

Sony Ericsson will be offering interactive and fun activities for football fans at Fan Fest™, while also rewarding ‘Fan-tastic Fans’ with prizes via the [Sony Ericsson Australia Facebook page](#). Optus and customers will also have access to free live streaming of 2010 FIFA World Cup™ matches. Optimised for the 3G mobile, the Xperia™ X10 mini is the perfect device for catching all of the FIFA World Cup™ action.

Availability and Pricing

- Xperia™ X10 mini will be available exclusively through Optus in Australia throughout the FIFA World Cup™ period
- Xperia™ X10 mini is \$0 upfront on the ‘yes’ \$49 social plan³ over 24 months (min total cost \$1126), including 500MB of data
- RRP: \$549

Further information

- The Xperia™ X10 mini is the winner of the Red Dot Design Award 2010
- Download [Sony Ericsson X10 mini photos](#) from Picasa
- Check out the [Sony Ericsson Australia Facebook Page](#)

For product Video Clips and Demonstrations visit:

- <http://bit.ly/9LsVyb>
- <http://bit.ly/bqcvyf>
- Visit the [Sony Ericsson Product Blog](#)

- Go to the [Sony Ericsson Press Room](#)

* Based on phones available for purchase on the market as of April 2010 and the definition of 'smallest' being product height x width.

¹ Terms & Conditions: Available 12 June to 12 July 2010 to Optus 3G customers. Requires compatible handset. Coverage is handset dependant, see www.optus.com.au/coverage. Standard browsing charges apply within the Optus 2010 FIFA World Cup™ mobile site (no charge for live streaming). Super Sports Pack subscription (cost \$6.99 per month) required for some premium Football content. For further information visit www.optuszoo.com.au/tc.

² To receive a link to the 2010 FIFA World Cup™ mobile site simply text 'World Cup' to 966 on your Sony Ericsson Xperia™ X10 mini.

³ For full terms and conditions on the 'yes' social plan, please refer to www.optus.com.au.

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FOR SONY ERICSSON MEDIA INFORMATION PLEASE CONTACT:

Penny Kershaw at Burson-Marsteller

Phone: +61 2 9928 1587

Email: penny.kershaw@bm.com

FOR OPTUS LIVE STREAMING MEDIA INFORMATION PLEASE CONTACT:

James Wright

Optus Corporate Affairs

Phone: + 61 2 8082 7565

Email: james.wright@optus.com.au

Sony Ericsson Xperia™ X10 mini - specifications

Camera	5 megapixel camera Auto focus Geo tagging Photo and video light Sony Ericsson Album application Video recording Facebook™ YouTube™
Music	Bluetooth™ stereo (A2DP) Music player PlayNow™ TrackID™
Web	Bookmarks Pan and zoom WebKit web browser
Communication	Sony Ericsson Timescape™ with - Facebook™ status updates, friend's photo, inbox messages and friend requests - tweets, replies and direct messages from people you follow on Twitter™ - incoming text and picture messages - missed calls

Messaging	<p>Push email</p> <p>Instant messaging</p> <p>Microsoft Exchange ActiveSync® supported with Dataviz™ Roadsync™</p> <p>Picture messaging (MMS)</p> <p>Predictive text input</p> <p>Text messaging (SMS)</p>
Design	<p>Auto rotate</p> <p>Picture wallpaper</p> <p>Capacitive touchscreen</p>
Entertainment	<p>Infinite button</p> <p>Preloaded Games</p> <p>Sony Ericsson FM radio</p> <p>Video player</p> <p>Video streaming</p>
Organiser	<p>Calendar</p> <p>Flight mode</p> <p>Phone book with dialer</p> <p>Sony Ericsson Home with widget</p> <p>Tasks</p>
Location-based services	<p>A-GPS</p> <p>Google Maps™</p> <p>Wisepilot™ turn-by-turn navigation* (free trial version)</p>
Connectivity	<p>3.5 mm audio jack</p> <p>Bluetooth™ technology</p> <p>Micro USB connector</p> <p>NeoReader® barcode scanning app</p> <p>Sony Ericsson Sync</p> <p>USB mass storage support</p> <p>USB support</p> <p>Wi-Fi™</p>
Google™ Services	<p>Android Market™</p> <p>Gmail™</p> <p>Google Maps™ with Street View</p> <p>Google Search Widget</p> <p>Google Talk™</p> <p>YouTube™</p>
Screen	<p>16,777,216 colour TFT touchscreen</p> <p>2.55 inches</p> <p>240 x 320 pixels (QVGA)</p> <p>Scratch-resistant</p>
Accessories	<p>In-Box:</p> <p>Sony Ericsson Xperia™ X10 mini with built-in battery</p> <p>Micro USB cable for charging, synchronisation and file transfer</p> <p>Stereo portable handsfree</p> <p>User documentation</p>
Facts	<p>Xperia™ X10 mini:</p> <p>Size: 83 x 50 x 16 mm</p> <p>Weight: 88 grams</p>

	Phone memory: Up to 128MB Memory card support: microSD™, up to 16 GB Memory card included: 2GB Operating system: Google™ Android 1.6 (upgradable) Processor: 600 MHz Qualcomm MSM7227 Talk time GSM/GPRS: Up to 4 hours Standby time: GSM/GPRS: Up to 285hrs Talk time UMTS: Up to 3.5 hours Standby time: UMTS: Up to 360 hrs
Availability and versions	Networks UMTS HSPA 900/2100 GSM GPRS/EDGE 850/900/1800/1900 UMTS HSPA 850/1900/2100 GSM GPRS/EDGE 850/900/1800/1900
Colour	Black with bonus Pink back cover in box Black with bonus Lime back cover in box

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.

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Sony Ericsson Mobile Communications AB, SE-221 88 Lund, Sweden.

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 all major markets. Our vision is to become the industry leader in communication entertainment where new styles of communication through the internet and social media become entertainment. Sony Ericsson offers exciting consumer experiences through phones, accessories, content and applications. For more information visit:

www.sonyericsson.com