

Walkman is back, Sony uses Facebook to launch

Using its 4.8 million fans that follow Sony Ericsson on Facebook, it has launched two new phones; the Mix Walkman and its txt pro.



Walkman offers an entertaining music experience, while the other has a full slide-out qwerty keyboard combined with a friend's application for social networking. Both phones integrate full touch functionality with a corner user interface similar to that available in the Xperia mini range. Both have features including cameras with video recording and Wi-Fi for chatting and browsing.

Colin Williamson, marketing manager at Sony Ericsson South Africa said, "We wanted to take advantage of our extensive Facebook fan base when announcing these phones, bringing the fans closer to both our products and brand. We are pleased that consumers liked them for their music and social media functionality and expect them to become great additions to our overall portfolio of entertaining phones."

Check out the blog for more information: <http://blogs.sonyericsson.com/products>

For more, visit: <https://www.bizcommunity.com>