

# Walkman is GSMA Best Handset

Sony Ericsson's W910i Walkman phone strutted off with the prize for Best Handset the GSM Association's 13th Global Mobile Awards 2008. The ceremony was held on 12 February in Barcelona, Spain, as part of the Mobile World Congress.



Launched last year, the W910i Walkman® phone is designed for entertainment; whether music, 3D games, video, or high-speed Web access. Applications such as Shake control enable them to flick the phone to control games or skip and shuffle between music tracks while SenseMe™ lets them discover music to match their mood and tempo. With its 1GB Memory Stick Micro™ provided in box, the phone can hold over 900 songs\* with room for plenty more thanks to its expandable memory.

"The Sony Ericsson W910 is a superb all-rounder," judges said of the phone. "A compelling, easy to use design that has captured the imagination of consumers around the world in

2007."



Dick Komiyama, President of Sony Ericsson accepting the award for Best Handset at the GSM Association's 13th Global Mobile Awards 2008.

"We are very proud to receive such a prestigious award for what has proved to be a very popular product," says Dick Komiyama, Sony Ericsson President. "The W910i Walkman makes it quicker and easier to transfer or download music. It's also about thinking beyond music, to games, videos and the Web."

Since the launch of the W800 Walkman phone in August 2005, more than 57 million Walkman phones have been sold worldwide. This phone range has seen rapid expansion, most recently with the launch of the W980 at this year's Mobile World Congress. This latest device promises to get the most out of consumers' music with superior clear audio sound, storage for 8,000 songs, and Walkman on Top experience that allows users to control all of their music from the outside of their phone.

View all the winners here: <http://www.globalmobileawards.com/winners.shtml>

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