

## New Sony mobile store opens at Vodaworld

Late last week, Sony Mobile Communications opened its new branded store at Vodaworld in Midrand, which offers consumers the opportunity of interactive displays with Xperia Smartphones and wide range of its products including TVs, tablets, headphones and Bluetooth wireless speakers.

The store will have a multi-functional role and will be used for product launches, display of products and display how consumers can instantly 'unleash' music or images from their smartphones with other group products using simple one-touch function, enabled by near field communication (NFC) technology.

Christian Lonne, sales director for Sony Mobile Communications in the Middle East & Africa says, "Xperia smartphones are at the heart of Sony's mobile strategy of delivering a consistent user experience across devices, enabling consumers to easily and quickly access the world of entertainment that the group delivers."

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