

## Sony Xperia M2 Aqua out in time for summer

The new waterproof smartphone, Sony Xperia M2 Aqua, will be out in the fourth quarter of 2014 in South Africa, just in time for December holidays. It allows users to snap photos in and out of the water with an 8MP camera and the company's suite of Xperia camera apps.



"This is a significant milestone in our product portfolio, as we bring yet another of our signature technologies to a new category of smartphones," says Calum MacDougall, director of Xperia marketing at Sony Mobile. "The popularity of Xperia M2 showed us that there was a demand for premium features at an affordable price-point. Following consumer feedback, we have now taken this a step further by bringing our waterproof expertise to a mid-range smartphone for the first time with Xperia M2 Aqua. It is a smartphone that lets customers take the best of Sony technology and entertainment with them wherever they go - come rain or shine - and we are excited to bring it to market."

Mark Fenzel, sales director for Middle East and Africa for Sony Mobile says, "South Africa has had success with previous mid-range smartphones made for extra durability. Therefore, we are very excited to offer this new phone with its market-leading premium waterproof design. Complete with a brilliant display, 4G speeds and a powerful processor, it delivers the unique smartphone experience that people can expect."

For more information, go to [Sony Xperia M2 Aqua](#).