

Sony Ericsson launches three new phones

Sony Ericsson launched three new phones yesterday, 16 June 2010, all aimed at the social network needs of the market from entry level to the top of the range with various entertainment options. The Cedar, Yendo and Xperia are available in various colours and styles, though not immediately in South Africa.

Cedar has a GreenHeart



The Cedar cellphone offers users an easy-to-use social networking experience with the Widget Manager - an application that allows users access social networking via the stand-by screen. In addition, the phone also features the human curvature design that is now consistent across the brand's portfolio. In line with the company's GreenHeart commitment, it features various green credentials such as recycled plastics, a low power consumption charger, an e-manual, waterborne paint and compact packaging.

Yendo with Walkman



The Yendo is the first full touch Walkman phone that combines music, social networking and communication in one colourful phone. Consumers have a number of colour combinations to choose from so they can personalise their handset to suit their mood and make sure it stands out from the crowd. The four-corner touch UI also allows users to find the most important phone features in one easy and fun one-hand operation.

Xperia offers software upgrades



The Xperia X10, X10 mini and X10 mini pro smartphones will all receive software upgrades during their lifecycle to improve performance and add new communication and entertainment experiences. From Q3 2010 onwards, the phones will be upgraded to run on the Android 2.1 operating system in selected markets. A further upgrade to the Xperia X10 in Q4 will make it possible to connect wirelessly to, display content on your television and enhance the Timescape and Mediascape applications.

Go to the brand's product blog for more information: blogs.sonyericsson.com/products.

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