



## Sony Ericsson



### THE MARKET

Two great brands have come together to create a super-force in mobile phone design, production and marketing.

The joint venture established between consumer electronics powerhouse Sony Corporation and telecommunications leader Ericsson, brings together two of the most successful brands across these two industries to create a power brand - Sony Ericsson Mobile Communications.

Mobile phones are now an integral part of life. A staggering number of close to 600 million handsets is expected to be sold worldwide this year. They are no longer a luxury but a necessity. Sony Ericsson is perfectly poised to take the lion's share of this burgeoning market.

Australians are early adopters of technology and have readily accepted the mobile phone as part of their daily life. In Australia, the number of mobile handsets has surpassed the number of fixed lines this year. It's becoming a personal-phone, mobile world.

The astonishing advances in technology have led to market opportunities and a pace of change unlike any other category in history. An example is

GPRS (General Packet Radio Service) and 3G. This means that mobile communications are becoming faster, and are becoming instantly connected to other forms of technology.

The lines between conventional electronics and telecommunications are becoming increasingly blurred and the landscape is rapidly evolving.

### ACHIEVEMENTS

Sony Ericsson is the product of two powerful parents, Sony and Ericsson. Their marriage has already shaken the mobile phone industry, a business that grows tougher by the hour. Rivals and consumers know the strengths each partner brings to the party.

Ericsson is one of the pioneers of the telecommunications industry that helped to bring the mobile phone industry into existence. Its experience with carriers and operators all over the world is extremely valuable, and it stands at the cutting edge of the highly-



specialised telecom technology.

Sony, one of the world's most popular brands, is envied for having successfully integrated electronics with entertainment, and is emulated whenever possible. No other company has given the world such a wealth of innovative products that changed the way everyone lives and enjoys life.

More and more people are using mobile devices

in increasingly inventive ways. In order to make this mobile world more interesting, more productive, Sony and Ericsson decided to pool their resources to create a stronger synergy between various technologies.

The companies' strengths have been combined and a whole new category has evolved beyond telecommunications: 'mobile multimedia.'

### HISTORY

Ericsson was founded by Lars Magnus Ericsson back in 1876 and is the world's leading supplier of telecommunications equipment. Ericsson provides total solutions, from systems and applications to mobile phones and other communication tools.

Sony has been at the cutting edge of new technologies since its launch in 1946 by Akio Morita and Masaru Ibuka. Sony's creative approach to design and talent for innovative technology has driven the brand to produce a huge number of world firsts, such as the Sony Walkman, colour VCR and CD player.

Sony Ericsson was formed in October 2001 and represents the merger of Ericsson Consumer Products Division with Sony Digital Telecommunications Network Company. Sony Ericsson has approximately 3,500 employees globally with its management headquarters based in London. The Asia Pacific regional office is based in Singapore and covers 14 markets in the region, including Australia.

Sony Ericsson is responsible for the entire product development process, from research, design and development to marketing, sales and distribution as well as customer service.



### THE PRODUCT

Sony and Ericsson both have a proven track record in terms of developing innovative products. Sony Ericsson Mobile Communications is able to tap into Sony's knowledge of imaging, gaming and music, and Ericsson's communications technology and messaging capabilities.

By utilising the technological experience gleaned

from the parent companies, Sony Ericsson is setting the trends in terms of product performance and design and building the best performing multimedia devices in the world.

The Sony Ericsson product range includes a selection of mobile phones which cover everything from camera phones and fashion clamshell designs through to fully integrated PDA phones with MP3 and video recording capability. Products such as the P900 and T630 combine stylish and funky design with high functionality.

Style and functionality are the cornerstone of Sony Ericsson design.

Sony Ericsson products are very much part of the new, connected world of technology from imaging, taking and sending pictures to friends with integrated cameras, to connectivity, being able to access and transfer information anywhere via Bluetooth, memory stick or infrared, and of course to entertainment, the fun aspect. Games, ringtones, themes, wallpapers, video clips and music are all there to encourage the user's creativity.

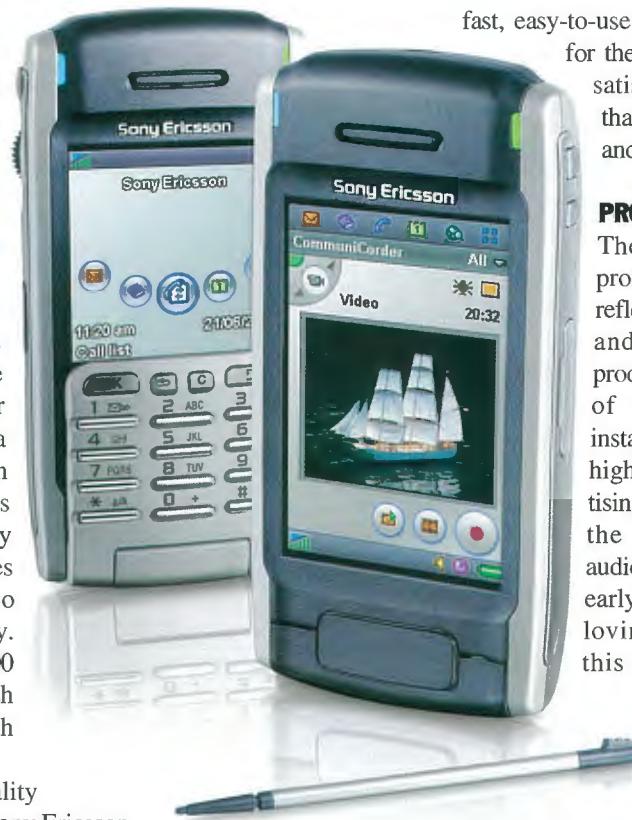
#### RECENT DEVELOPMENTS

Just as one example, Sony Ericsson has worked with the leading suppliers of mobile e-mail and security to offer mobile workers and the companies that rely on them a device which is ready to do business.

The P900 smartphone features fully secure remote access to e-mail and office functions. In combination with its telephony, Internet access and open Symbian platform this makes it a fully-featured and connected mobile office. It features state-of-the-art security, push e-mail and device management.

Thanks to this, the P900 now can offer a fitting

solution for any company, from 'SOHO' (SmallOffice/HomeOffice) up to large corporations, covering the absolute majority of business needs. For the user, the benefit is



fast, easy-to-use email access and for the IT department it satisfies the priority that it be fully secure and easy to manage.

#### PROMOTION

The Sony Ericsson promotional strategy reflects its innovative and leading edge products. The launch of the T610, for instance, utilised fresh highly visible advertising media to attract the key target audience ranging from early adopters to fun loving youth. Since this audience is

constantly on the move and outdoors, such media as scooters,

adluminates and highly visible billboards and bus shelters were used to bring them the Sony Ericsson message in their natural surroundings. Mobile media for mobile communications.

Alongside new advertising media, Sony Ericsson reaches the consumer and retail markets with print advertising in fashion, lifestyle and trade magazines.

The marriage of Sony and Ericsson has meant a new look for a new brand.

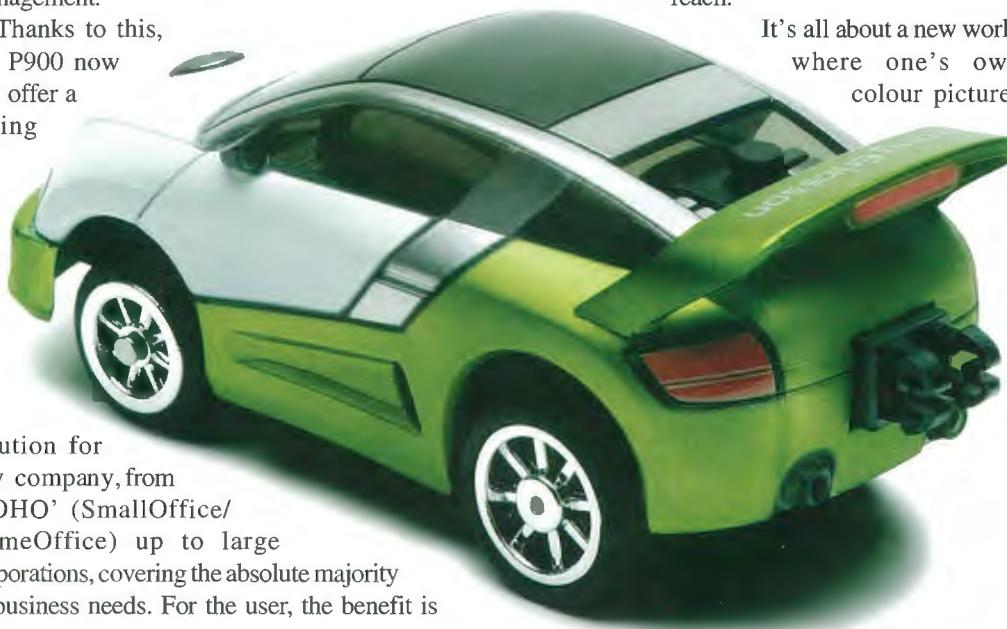
Sony Ericsson's strategy to establish the brand as a major player in the market has involved high coverage sponsorships and product placement in such areas as Big Brother, Tropfest, the Adelaide Fringe Festival, Australian Idol and the Bondi Short Film Festival.

#### BRAND VALUES

Sony Ericsson understands that mobility is all about freedom. The freedom of having a world of information in a pocket. The freedom to be anywhere and to communicate in any number of ways with friends, family and colleagues.

The freedom of always being online and within reach.

It's all about a new world where one's own colour pictures



help you express thoughts and feelings in a way that words can't. A world where the phone is the camera to capture life and share it. Or to add an absolutely personal touch to the display.

It's about getting closer every day. And a whole new kind of interaction bringing people nearer to each other and to the world around them. Sending messages and email in the blink of an eye. Or viewing interactive WAP/Web pages and downloading much-loved music in seconds.

It's about having fun in so many ways and in so many places. Playing a game while waiting for the bus. Sharing an animated joke with long-distance friends – or experimenting with recordable ring signals that let users say whatever they want to say.

And because things (like people) work better together than alone, mobility is also about devices that communicate with each other. So it is possible to take a picture with the camera and send it to friends, instantly.

Sony Ericsson is stretching the boundaries of mobile communication. It is offering phones that are easier to use than ever – with bigger screens, more intense colour and higher quality pictures. It is also offering a richer gaming experience with sought-after games and enhanced sound and sensations. There are new camera phones and video phones more music and extended connection between devices. In a word, there are lots of enhancements that will make mobile life easier, more productive – and much more fun.

#### THINGS YOU DIDN'T KNOW ABOUT SONY ERICSSON

- Ericsson began in 1876, in a 13-square meter repair workshop for telegraph instruments in downtown Stockholm. Coincidentally, it was the same year that Alexander Graham Bell filed his patent application for a telephone in the United States.
- Bluetooth™ was originally developed by Ericsson, but is now under the auspices of the Bluetooth Special Interest Group. Bluetooth™ is an open standard for two-way, short-wave radio communications between different devices, and it marks the end of cables and cords between mobile phones, PDAs, portable PCs, printers and other equipment.
- In 2003 Sony Ericsson had 4,000 employees across the globe working on research, development, design, sales, marketing, distribution and support.
- The Sony Ericsson T610 camera phone was awarded the prestigious award for 'Best handset, terminal or device' at the GSM Association's 2004 Awards at the 3GSM World Congress in Cannes, France.

