

Sony Ericsson

Attractive, Innovative, Confident, Accessible, Energising



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Mobile phones have become ubiquitous; a modern means of both communication and self-expression where consumers choose handsets to reflect their lifestyles, and meet their individual communication needs.

While the market is populated with a variety of technology companies and retailers, who are all competing for attention, Sony Ericsson stands out from the crowd.

Sony Ericsson was created in October 2001, a joint venture between two nations: Sony of Japan and Ericsson of Sweden. By merging Sony quality and design with Ericsson's global reputation as a technical innovator, two respected brands have delivered a fresh distinctive offering in the form of Sony Ericsson.

Sony Ericsson products are designed to be desirable, attractive, and to have substance. Products are beautifully engineered – from the inside out – with a clean, modern approach that is relevant to today's world. The company stays ahead by thinking ahead, anticipating ways to open up appealing new experiences – not just innovation for the sake of it, but innovative thinking to energise, inspire and offer real consumer benefits rather than features for features sake.

As a brand Sony Ericsson has the confidence to use humour, to steer clear of hype. Everything the brand does and says is with a clear purpose in mind, aware that success comes from increased accessibility, both as a company and also in terms of its products.

In order to expand the company and deliver excellence in consumer devices, Sony Ericsson leverages the best from its founding fathers. In 2005 the Walkman™ brand was licensed from Sony to clearly convey the quality of Sony Ericsson music mobiles. Walkman phones are now an established category that deliver an enhanced consumer experience; better sound quality, battery life and storage capabilities. Walkman phones are fast becoming the preferred choice of music mobile consumers.

In 2006 Sony Ericsson continued to build upon its successful heritage in 'imaging mobiles' by licensing the Cyber-shot™ brand from Sony. The first Cyber-shot™ phone, the K800i, offers greatly enhanced picture quality thanks to a 3.2 mega pixel camera, integrated flash (enabling pictures to be taken in the dark) and BestPic™ that allows users to capture nine full pictures a second.

By combining applications and content Sony Ericsson create trend-setting handsets that are easy to use and can be readily personalised to match individual lifestyles. The latest handsets, headsets and accessories are all sources of mobile energy that can switch seamlessly between imaging, music, gaming, business and self-expression – a multi-faceted communication system to cope with the increasingly complex requirements of modern life.

Sony Ericsson delivers its brand promise, not only through products like the W850i Walkman® and the K800i Cyber-shot™ phones, but also through sponsorship collaborations like 'Ibiza Rocks' – where rock bands are adding a new dimension to the world of club music in Europe's dance capital. Sony Ericsson's partnership with the Women's Tennis Tour also opens new doors globally, bringing the brand (and brand experience) to a potential new audience of millions.

Creating the Sony Ericsson experience is a mutual undertaking. The brand promise, personality and values are reflected, not only by its products, but also in the way everyone who works for it thinks – as well as in everything they do. As a brand, Sony Ericsson remains passionate about success, innovative in its outlook and responsive to customers.

