



Sony Ericsson S600 super play phone - The swivel phone that's ready to party

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PR9.NET June 23, 2005 - CommunicAsia, Singapore - The new Sony Ericsson S600, launched today, will undoubtedly appeal to the unashamedly expressive youth audience. Packed with features to enhance the lifestyles of those who live their lives to the fullest, the S600 is unique, delivering maximum fun and excitement in an ultra stylish package.

"The Sony Ericsson S600 offers a maxed out feature set to satisfy the daring fun-seekers," says Jan Wäreby, Corporate Executive, Vice President and Head of Sales and Marketing of Sony Ericsson. "We have gone all out to provide excellent communication including Internet browsing, great music with stereo speakers, sensational widescreen gaming, quality still imaging and video capturing and loads of personalization options. The phone will appeal to young adults with busy social lives and a desire to express themselves in multiple ways."

The S600 offers multiple ways of communication for maximum creativity to share messages, pictures and information. Voice calls can be made with the phone closed or open to use the keypad. The 1.3 MegaPixel camera is great for recording video clips - with 4 x zoom for great close-ups - that can be sent via MMS or Bluetooth. Sharing, storing and printing pictures is made easy with QuickShare™. The phone also supports instant messaging and POP3/IMAP4 email, enabling users to keep in touch across the world using whatever method is most convenient.

Gigs, movie schedules, search engines and webmail can easily be checked with the internet browser that features a choice of viewing modes: full scale mode enables users to scroll round the complete page, or if preferred, information can be presented in a single column. Either way, the bright 1.8 inch 262K TFT display provides razor sharp pictures.

Gamers will be stunned by the S600's widescreen mode. For the first time games can be played with the screen horizontal, enhancing the widescreen detail and excitement of games and giving a console gaming experience. The directional buttons on the left and dedicated game action buttons on the right of the screen are used for two handed control, and gamers can make full use of these with the pre-installed 3D versions of Worms™ Forts: Under Siege 3D developed by THQ Wireless, Extreme Air Snowboarding™ developed by Digital Chocolate and a new multiplayer version of Midway's Gauntlet™, developed under license by TKO Software. Games can also be played in a more conventional portrait mode or an L-shaped mode using the keyboard and the S600 supports multi-player peer-2-peer gaming via Bluetooth™.

Stereo sound can be enjoyed through the headset packaged with the phone or with friends through the phone's powerful stereo speakers with MegaBass™ and Stereo Widening™ to enhance the sound. The S600 is supplied with music copying PC Software and a USB cable for fast transfer of music and images from the PC. If a call comes in when the user is listening to music on the headphones, the music fades out and resumes when the call is finished. As the ringtone sounds through the headphone, the chances of missing a call are minimised.

Downloading games and ringtones is easy with PlayNow™ - just one click to get online, preview games or listen to ringtones from a frequently updated selection, then another click to download.

The S600 has an impressive 64 MB memory, which means it can download and store hundreds of games, movie clips, music videos and ringtones from Sony Ericsson's Fun & Downloads website or operator networks.

There are plenty of ways to personalise the S600, which is available in universe blue, orchid white and radiant yellow. Choose a different colour from the range of additional Style-Up™ covers available in the market and match them with wallpapers, themes and start-up/close-down animations downloaded from Fun & Downloads. There's no reason to ever get bored with this stylish, fun phone.

The S600 will be available at the beginning of the 4th quarter 2005.

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About Bigmouthmedia

Bigmouthmedia are world-wide specialists in search engine optimisation, brand protection online and internet marketing.

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