

Press Release

**The new Xperia™ ZR waterproof* smartphone
with superior Sony engineering**

- **Sleek and durable smartphone with the highest level of water-resistance for filming in Full HD underwater**
- **Capture perfect photos and videos in any conditions with the 13 MP fast capture camera with HDR video and “Exmor RS for mobile”**
- **Generous 4.6” HD Reality Display with Mobile BRAVIA Engine 2 for sharp and bright viewing experience**
- **Widest range of NFC-enabled accessories for the greatest choice in one-touch sharing and viewing experiences**

13th May 2013, London – Sony Mobile Communications (“Sony Mobile”) today introduces the new [Xperia ZR](#) featuring the highest level of water-resistance for capturing photos and Full HD videos underwater. This [Android smartphone](#) offers leading technology and content with a 4.6” HD Reality display, 13 megapixel fast capture camera, Qualcomm® Snapdragon™ S4 Pro quad-core 1.5 GHz processor, and 4G LTE.

“The Xperia ZR pushes the boundaries on where and how consumers can use the full potential of their smartphone. By combining Sony’s leading camera technology with the highest level of water-resistance, you will never miss another moment.” said Calum MacDougall, Director of Xperia Marketing at Sony Mobile Communications. “Bringing together the best of Sony’s leading technology, media applications and easy one-touch connectivity with the largest ever range of NFC-enabled accessories, the Xperia ZR delivers the unique smartphone experience that people can expect from Sony.”

The ultimate in durable design

Xperia ZR is precision-crafted to handle whatever life throws at it. With its sleek, yet durable design, the Xperia ZR is your perfect companion in and out of the water. As well as being dust-resistant, this [waterproof* phone](#) is IP55 and IP58 compliant, so you can keep it submerged in 1.5 meters of fresh water for up to 30 minutes. Combined with its dedicated camera key, the waterproof capabilities let you shoot videos in Full HD or snap pictures underwater, capturing the sharpest visuals. The camera key also allows you to shoot even from a locked screen, meaning you'll never miss a moment again.

Featuring Sony's "Exmor RS for mobile" image sensor with HDR (High Dynamic Range) for both photos and videos, the Xperia ZR captures perfect pictures and videos, no matter what the conditions. Superior Auto mode combines Scene Recognition with high quality performance image processing technology (HDR and noise reduction) to automatically shoot with the most optimal settings. And when you want to capture action fast, simply turn on burst mode to shoot an unlimited number of images at 15 frames per second.



Xperia ZR also features Battery STAMINA Mode which significantly improves the standby time of your smartphone by four times or more** by automatically shutting down battery-draining apps whenever the screen is off and starting them up again when the screen is back on.

The solid yet comfortable styling of the Xperia ZR is matched by a choice of classic and fresh colours - black, white, pink and mint – each allowing you to express your individual style.

High quality viewing experience

Enjoy entertainment on the go with the super-sharp 4.6" HD Reality Display powered by Mobile BRAVIA Engine 2 using the contrast enhancement technology expertise from Sony's range of BRAVIA TVs, which together with the beautifully designed OptiContrast™ panel, delivers a beautiful high quality viewing experience.

The OptiContrast™ panel reduces reflections and provides clearer viewing, even in bright sunlight, and creates a seamlessly black surface when the phone is turned off. By eliminating the sensor layer and integrating the sensor on the lens, responsiveness of the screen is increased, so now your touch is both more effective and more intuitive. And with Sony's unique prediction filter to help better detect the movement of your finger, scrolling on the Xperia ZR is reassuringly smooth.

Consistent Sony media entertainment experiences

The "WALKMAN", Album and Movies applications enable discovery of online and offline content through a single access point with new ways to enjoy and share that content. The "WALKMAN" application provides access to all your downloaded music, a library of over 20 million songs to explore from Music Unlimited*** and Facebook social integration. The Movies application provides access to over 150,000 movies and TV series from Video Unlimited***. The Album application enables easy access to Facebook friends' photos and browsing photos by location. A new feature of this app is 'Faces' which recognizes and sorts the faces in your photo album so you can tag existing contacts or add names to familiar faces.

Ease of sharing and enjoyment

One-touch functions let you easily share music, photos and videos from your smartphone to the widest range NFC-enabled Sony devices, including speakers, headphones and TVs.

Joining the ever expanding range, the new Stereo Bluetooth™ Headset SBH50 is an advanced app-enabled [wireless headset](#) with built-in FM radio, OLED display and one-touch connection for wireless audio streaming. Simply touch your Xperia ZR once to the headset to instantly pair the devices and make a call or begin

listening to tracks. The SBH50 is available in either black or white colour variants. Other accessories which complement the Xperia ZR are the Charging Dock DK28 and SmartWatch MN2.

Key features for Xperia ZR

- 4.6" HD Reality Display with Mobile BRAVIA Engine 2 for sharp and bright viewing experience
- 13MP fast capture camera with "Exmor RS for mobile" and HDR for perfect photos and videos in any conditions
- Waterproof* and dust-resistant (IP55 /IP58) for the ultimate in durable design
- Qualcomm Snapdragon™ S4 Pro quad-core 1.5 GHz processor with 2GB RAM for fast performance
- Battery STAMINA Mode for outstanding battery life

The Xperia ZR will launch in various global markets from Q2 2013 (*availability will vary by market*).

- ENDS -

** In compliance with IP55 and IP58, Xperia ZR is protected against the ingress of dust and is waterproof. Provided that all ports and covers are firmly closed, the phone is (i) protected against low pressure jets of water from all practicable directions in compliance with IP 55; and/or (ii) can be kept under 1.50 metre of freshwater for up to 30 minutes in compliance with IP58. The phone is not designed to float or work submerged underwater outside the IP55 or IP58 classification range that may lead to your warranty will being void. Find out more www.sonymobile.com/testresults*

*** Based on testing done with default settings, default accounts and applications for Skype™ and Twitter downloaded to the phone. The more applications installed, the bigger the effect of Battery STAMINA Mode.*

****Sony Entertainment Network services are subject to availability by region, please see www.sonyentertainmentnetwork.com for more details.*

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About Sony Mobile Communications

Sony Mobile Communications is a subsidiary of Tokyo-based Sony Corporation, a leading global innovator of audio, video, game, communications, key device and information technology products for both the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Through its Xperia™ smartphone portfolio, Sony Mobile Communications delivers the best of Sony technology, premium content and services, and easy connectivity to Sony's world of networked entertainment experiences. For more information: www.sonymobile.com

Legal

1) Facts and features may vary depending on local variant. 2) Operational times are affected by network preferences, type of SIM card, connected accessories and various activities e.g. playing games. Kit contents and colour options may differ from market to market. The full range of accessories may not be available in every market. 3) Icons displayed are for illustrative purposes only. The homescreen may appear different in your product. Some features may not be available in your country or area.

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Xperia ZR specifications	<i>*Features/services mentioned in this document may not be available in every market.</i>
Colours*	Black White Pink Mint
Facts	Size: 131.3 x 67.3 x 10.5 mm Weight: 138 grams 1.5 GHz Qualcomm APQ8064+MDM9215M Quad Core Adreno 320 Google™ Android™ 4.1 (Jelly Bean)
Camera	13 megapixel camera 16x digital zoom Auto focus Burst Mode HDR for both picture/movie Face detection Flash/Pulsed LED Flash/Photo light Front-facing camera (VGA) Geotagging Full HD video recording (1080p) Image stabiliser Object tracking Picture Effect Quick Launch Red-eye reduction Scene recognition Self-timer Send to web "Exmor RS for mobile" Image sensor Superior Auto Sweep Panorama Touch capture Touch focus White balance

Music	<p>3D Surround Sound (VPT) Album art Bluetooth™ stereo (A2DP) ClearAudio+ mode Clear bass Clear Phase™ Clear stereo Dynamic normalizer Music tones (MP3/AAC) PlayNow™ service* SensMe™ TrackID™ music recognition* "WALKMAN" application xLoud™ Experience</p>
Internet	<p>Bookmarks Google Chrome™ Google Play™ Google™ search* Google Voice™ Search* Google Maps™ for Mobile with Street view and Latitude™* Google Wallet™ NeoReader™ barcode scanner* Pan & zoom</p>
Communication	<p>Call list Facebook™ application* Google Talk™ application* Noise suppression Polyphonic ringtones Xperia™ Socialife* Speakerphone Twitter™*</p>
Messaging	<p>Conversations Email Google Mail™* Handwriting recognition Instant messaging Multimedia messaging (MMS) Predictive text input Sound recorder Text messaging (SMS) Voice input</p>
Design	<p>Auto rotation Battery STAMINA Mode Direct touch Face Unlock Front illumination Gesture input IPX5/8 (Water-proof)** & IP5X (Dust-proof) On-screen QWERTY keyboard Mobile BRAVIA Engine 2 Screenshot capturing Throw Touch screen Wallpaper Wide colour gamut</p>
Entertainment	<p>3D games Media browser Motion gaming PlayStation® Certified Radio (FM radio with RDS) SensMe™ slideshow</p>

	<p>Sony Entertainment Network*</p> <p>TV launcher</p> <p>Video streaming</p> <p>YouTube™*</p>
Organiser	<p>Airplane mode</p> <p>Alarm clock</p> <p>Calculator</p> <p>Calendar</p> <p>Contacts</p> <p>Document readers</p> <p>eCompass™</p> <p>Infinite button</p> <p>Notes</p> <p>Setup guide</p> <p>Stopwatch</p> <p>Tasks</p> <p>Timer</p>
Connectivity	<p>3.5 mm audio jack (CTIA)</p> <p>aGPS*</p> <p>Bluetooth™ 4.0 wireless technology</p> <p>DLNA Certified®</p> <p>GLONASS*</p> <p>HDMI via MHL support</p> <p>Media Go™</p> <p>Media Transfer Protocol support</p> <p>Micro USB support</p> <p>Native USB tethering</p> <p>NFC</p> <p>PC Companion</p> <p>Screen mirroring</p> <p>Synchronisation via Exchange</p> <p>ActiveSync®</p> <p>Synchronisation via Facebook™</p> <p>Synchronisation via Google™</p> <p>Synchronisation via SyncML™</p> <p>USB charging</p> <p>USB High speed 2.0 support</p> <p>Xperia™ Link</p> <p>Wi-Fi®</p> <p>Wi-Fi® Hotspot functionality</p>
Display	<p>16,777,216 colour TFT HD Reality Display with Mobile BRAVIA®</p> <p>Engine 2</p> <p>1280x720 pixels</p> <p>Approximately 4.6 inches</p> <p>Shatterproof sheet on scratch-resistant glass</p>
Memory	<p>2 GB RAM</p> <p>Up to 8 GB*</p> <p>microSD™ card, memory card slot (supporting up to 32GB)</p>
Networks	<p>Regional variants covering:</p> <p>LTE</p> <p>UMTS HSPA+</p> <p>GSM GPRS/EDGE</p>
Battery life	<p>Talk time GSM: Up to 11 hours**</p> <p>Talk time UMTS: Up to 13 hours**</p> <p>Standby time GSM: Up to 470 hours**</p> <p>Standby time UMTS: Up to 520 hours**</p> <p>Standby time LTE: Up to 450 hours**</p> <p>Music listening time: Up to 45 hours**</p> <p>Video playback time: Up to 8.5 hours**</p> <p>Removable battery: 2300 mAh minimum</p>

	<p>**Talk time/Standby time (GSM/UMTS/LTE) are according to the operator's condition for Battery Life Measurement. Video playback time is according to GSM Association Battery Life Measurement Technique as performed in controlled laboratory conditions. Actual time may vary.</p>
In the kit	Xperia™ ZR, 2300 mAh removable battery, stereo headset, charger, micro USB cable for charging, synchronisation and file transfer, and user documentation.