



Posted by Ilse Jurrien



## **Sony Ericsson W980 Walkman phone**

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Sony Ericsson has launched a new edition to its Walkman phone range. The Sony Ericsson W980 gets the most out of your music. Its unique audio enhancing technology, together with the Walkman on Top design, sees the W980 cement Sony Ericsson's position as a true market leader in the world of music on your mobile. "The Sony Ericsson W980 Walkman phone really sets a new standard for music on your phone," said Ben Padley, Head of Music Marketing, at Sony Ericsson. "We wanted to design a leading music player that we could combine with a feature-packed phone, all the while pioneering an audio experience that always left you wanting more. The Sony Ericsson W980 will surpass all expectations."



### **Sony Ericsson W980 - Clear audio experience**

The Sony Ericsson W980 Walkman phone is designed to allow you to listen to music as it should be heard. Clear stereo enables the music to sound like the original recording. Clear bass delivers distortion free sound even at higher volumes. These features combine with the premium headphones, the Stereo Portable Handsfree HPM-77, to deliver an incredible clear audio experience and music that sounds as true as possible to the original recording.

### **Sony Ericsson Walkman phone - Sharing music**

The Sony Ericsson W980 Walkman phone has a built-in FM transmitter, which allows you to send whatever's playing on your phone to other devices with a built-in FM radio receiver. This gives you the ability to share your music with all those around you, whether through a friend's hi-fi or your car stereo. Quality music is made for sharing with the W980. Unplug your headset, sit back and let the music flow through the integrated stereo speakers for all to enjoy. Select a track from the extensive music library - the Sony Ericsson W980 lets you store up to 8000 songs - or tune in to your favourite

radio station and listen out loud. No need to plug in an FM Receiver, since this is on-board with the W-980.



### **Sony Ericsson W980i phone - PlayNow arena**

With the recent evolution of PlayNow arena, Sony Ericsson's popular over-the-air (OTA) and web download service being launched this May, you will be able to access up to 5 million tracks to maximise your music collection. The W980's TrackID feature, which can identify any track that you just can't put a name to, will be fully integrated into PlayNow arena. This makes the W980 a genuine gateway to great music, as you can download the track instantly once it has been identified.

### **Sony Ericsson W980 Walkman - Customise your sound**

You can tailor the W980's Walkman player to the music that you're listening to. This latest Walkman phone provides a choice of eight equaliser presets, each of which contains a distinct profile that is suitable to a range of music. So whether you're listening to jazz, pop or heavy metal, you've can always choose the best sound for the song.

### **Sony Ericsson W980 phone - Walkman player**

The Walkman on Top feature on the W980 gives you the full functionality of a Walkman player without even having to open your phone. The entire Walkman player that would normally be displayed on the inside of your clamshell is also replicated on the outside of the phone, so navigation through your music library is effortless.



### **W980 Sony Ericsson - Speakers & Headphones**

Every music enthusiast knows that a great audio experience requires great quality speakers or headphones. The Sony Ericsson W980i Walkman phone comes with the new Stereo Portable Handsfree HPM-77; a headset that lets you enjoy music in powerful stereo sound. The Sony Ericsson HPM-77 also allows users to take their calls handsfree, and its sleek design and in-ear wearing-style mean that it's both comfortable and reduces background noise to the bare minimum.

### **Sony Ericsson W-980 mobile phone - Availability**

Whether listening via the headphones or the stereo speakers, the Sony Ericsson W980 Walkman phone is a must-have for those who want an unrivalled music experience, which they carry with them every minute of the day. It is a UMTS/HSDPA 2100 GSM/GPRS 850/900/1800/1900 phone that will be available in selected markets from Q3 2008. The Stereo Portable Handsfree HPM-77 will be available in selected markets from June 2008.



## **Sony Ericsson W980 Specifications**

### **Sony Ericsson W980 - Music**

- Walkman player
- Clear stereo
- Clear bass
- Album art
- FM transmitter
- Shake control
- SensMe
- PlayNow
- TrackID
- Bluetooth stereo (A2DP)
- Music tones (MP3/AAC)
- 3D games
- Java
- FM radio with RDS
- Video streaming
- Video viewing

### **Sony Ericsson W980 - Camera**

- 3.2 megapixel camera
- 3.2x digital zoom
- Picture blogging
- Video blogging
- Video recording with 4x digital zoom
- Photo fix
- Auto rotate

- x-Pict Story
- PictBridge printing

### **Sony Ericsson W980 - Internet**

- Access NetFront Web browser
- Web feeds
- Photo feeds

### **W980 - Communication & Messaging**

- Polyphonic ringtones
- Speakerphone
- Vibrating alert
- Video calling
- Email
- Picture messaging (MMS)
- Predictive text input
- Sound recorder
- Text messaging (SMS)

### **Sony Ericsson W980 - Design**

- Navigation key
- Picture wallpaper
- Wallpaper animation

### **Sony Ericsson W980 - Connectivity**

- Bluetooth technology
- Modem
- Synchronization
- Microsoft Exchange ActiveSync
- USB mass storage
- USB support

### **W980 - Organizer**

- Alarm clock
- Calculator
- Calendar
- Flight mode
- Notes
- Phone book
- Stopwatch
- Tasks
- Timer

## **W980 accessories in-box**

- Battery (BST-38)
- Charger (CST-70)
- USB Cable (DCU-60)
- Stereo Portable Handsfree (HPM-77)
- Sony Ericsson PC Suite
- Media Manager
- User guide

## **W980 accessories optional**

- Active Speaker MAS-100
- Protective case with built-in speaker and FM radio antenna: Bring and share your music outdoors.
- Bluetooth Car Speakerphone HCB-150
- A portable handsfree solution for use in the car.
- Music Portable Bluetooth Speaker MBS-100
- Designed for rich sound.
- Music Desk Stand CDS-75
- The smart and convenient way to charge your phone.

## **Sony Ericsson W980 Walkman**

- Size: 92 x 46 x 16.9 mm
- Weight: 100 grams
- Colour: Piano Black
- Main screen: 262,144 colour TFT
- Resolution: 240 x 320 pixels
- Size: 2.2 inches
- External screen: 262,144 colour TFT
- Resolution: 176 x 176 pixels

## **Sony Ericsson W980 - Networks**

- UMTS/HSDPA 2100
- GSM/GPRS 850/900/1800/1900
- Available in selected markets from Q3 2008.

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