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Press Release

The new Xperia™ Z Ultra: The world's slimmest and largest Full HD smartphone display*

- **6.4" Full HD TRILUMINOS™ Display for mobile powered by X-Reality™ for mobile engine for the ultimate big screen entertainment experience**
- **Ultra slim, waterproof** and dust-resistant (IP55/IP58) durable design**
- **Qualcomm® Snapdragon™ 800 processor with 2.2 GHz quad-core CPUs and 4G LTE for fast performance**
- **Write and sketch with any pencil and selected stylus or pen**
- **Full accessory ecosystem for premium entertainment and one-touch connectivity**
- **Battery STAMINA Mode for outstanding battery life**

25th June 2013, Mobile Asia Expo, Shanghai – Sony Mobile Communications ("Sony Mobile") today introduces the next revolution in premium large-screen [Android smartphone](#) entertainment. The new Xperia Z Ultra is waterproof**, ultra-slim with a lightweight design so you can enjoy it anytime, anywhere. It's the first smartphone ever to incorporate a Full HD TRILUMINOS™ Display for mobile powered by Sony's latest X-Reality™ for mobile picture engine to deliver the most immersive viewing experience imaginable. Additionally, the Xperia Z Ultra will also feature the fully integrated Qualcomm® Snapdragon™ 800 processor with 2.2 GHz quad-core CPUs, 4GLTE and HD voice to provide a seamless connected entertainment experience, industry-leading battery performance and amazing speed.

"The Xperia Z Ultra is the most exciting revolution in large-screen smartphone entertainment devices with both the slimmest and largest Full HD smartphone display* in the world that is second to none." said Calum MacDougall, Director of Xperia Marketing at Sony Mobile Communications. "We're already bringing the

best of Sony technology and design across a range of premium smartphones and tablets, and now we are bringing this same premium offering to the large-screen smartphone segment, setting a new standard for others to follow."

The world's largest Full HD smartphone display*

Xperia Z Ultra features a [6.4" touchscreen](#) Full HD display with Sony's unique TRILUMINOS® Display for mobile, creating a wider palette of rich natural colours thanks to Sony's BRAVIA TV expertise. The breakthrough technology includes X-Reality™ for mobile - Sony's intelligent super resolution display technology which analyzes each image and reproduces lacking pixels to optimize quality for the sharpest videos. It analyses elements depending on the scene and adjusts them based on pattern, outline and colour composition. It also strengthens subtle patterns and accurately portrays their detailed feel, as well as reinforcing bold outlines. The large Full HD display has been optimised to experience at least 60%*** more of the screen than most other smartphones.

The world's slimmest Full HD smartphone*

Xperia Z Ultra is supremely slim and lightweight with a beautifully crafted 6.5mm body and weighing just 212 grams for ultimate portability. Sony craftsmanship in design and attention to detail comes to the fore with clean lines and premium materials – the front and back are made of tempered glass, creating a seamless surface with the OptiContrast™ panel housed in an innovative solid metal frame which looks stunning from any angle. It features the same acclaimed OmniBalance design as Xperia Z and Tablet Z. The Xperia Z Ultra is available in a choice of black, white or purple colour finishes.

The only waterproof Full HD smartphone**

Xperia Z Ultra is both elegant and durable. With an impressive rating of IP55 and IP58, this smartphone isn't only resistant to dust, but is waterproof** too – giving you the freedom to enjoy it anywhere. You can even film in Full HD underwater, taking your large-screen smartphone experience to a new level. The camera features "Exmor RS for mobile", HDR for both photos and film, and Superior Auto mode automatically activates HDR and noise reduction when needed, so you'll get stunning imagery even in challenging light conditions.

Ultimate entertainment experience

The Xperia Z Ultra is uniquely positioned to offer the ultimate [big screen phone](#) entertainment experience for watching movies, playing games, reading books and browsing the web.

Sony's "WALKMAN", Album and Movies media 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 leverages Sony's audio engine and Facebook integration for sharing and discovering new music and is unique in that it provides seamlessly integrated access to all your downloaded music as well as access to a global library of over 20 million songs[2] from Sony's cloud-based subscription music service, Music Unlimited[3].

The Movies application brings new intuitive ways to discover, manage and play movie content, together with easy access to an extensive library of blockbuster movies and the latest TV episodes from the Video Unlimited[2] service.

The Album application provides seamless integration with the PlayMemories Online[2] service, letting you access all your photos and albums from within the Album app instantly and easily, wherever you are. You can even set an automatic upload of your photos to the PlayMemories Online service to access and enjoy from any your favourite Sony devices.

The Sony Reader app[2] provides seamless Reader store[2] access so you can download and enjoy the latest bestsellers – it even lets you sync purchased books in popular formats and continue reading from same page.

Xperia Z Ultra will include an exclusive free entertainment content offer, including a free trial of the Music Unlimited[2] service (*subject to availability*).

Ultimate performance with the world's fastest smartphone processor****

The Xperia Z Ultra features the world's fastest smartphone processor**** - the Qualcomm Snapdragon 800 processor with HD voice, that together with Sony´s audio Sony's ClearAudio+ mode and Xloud loudness enhancement, delivers not just exceptional speed and performance, but also unsurpassed voice and audio quality.

Battery STAMINA Mode significantly improves the standby time of your smartphone by four times or more[1] as it recognises when you're not using your display and automatically turns off the functions you don't need, while keeping the notifications you want. As soon as you press the power button to wake up your screen, everything is up and running again.

Built for business

The Xperia Z Ultra is the ideal business partner thanks to the super responsive screen with handwriting recognition which is compatible with any pencil and selected stylus or pen (capacitive stylus or metal pen with tip diameter over 1mm). You can even write notes or sketches during calls so you'll always be ready capture your ideas as they happen. The easy-toggle keyboard makes it ideal for one-handed input and multi-tasking, with small apps to help you improve productivity so you don't lose time browsing between windows.

The robust security architecture safeguards both your corporate and personal data, with support for multiple accounts that are quick and simple to set up. Further business oriented applications will be made available in future as software updates, ensuring you get the best smartphone experience - whether for work or play.

Ultra connectivity

With one-touch functions you can instantly and easily share music, photos and videos from your smartphone to a wide range of NFC-enabled Sony devices, including speakers, SmartWatch, wireless headsets and TVs. There are several new and innovative accessories joining the range of popular connected devices.

The **SBH52** is a dynamic Smart Bluetooth™ Handset that provides easy hands-free call handling with a single press, while leaving your smartphone conveniently in your bag. The OLED display conveniently lets you browse your call log, view text messages, and see who's calling you. Use it as a quality stereo music headset to listen to your tracks or to the built-in standalone FM radio with RDS. Pairing and connecting is done simply by touching it to your Xperia Z Ultra or other NFC-enabled device. And it's sleek, minimal design is splash-proof, meaning you can now use it anywhere, in any weather.

The latest generation of SmartWatch, the **SmartWatch 2 SW2**, helps you keep track of everything without taking your smartphone out of your pocket or bag. The SmartWatch 2 is a truly multifunctional digital watch and phone remote that lets you receive notifications, control your music, and connect with one-touch NFC to your Bluetooth™ headset for easy call handling. The water-resistant design makes it more versatile to use than ever and can be personalised with any standard watch strap. Use it as a standalone watch or with your smartphone. There are over 200 apps available for our first generation and with an open API we expect new applications will be developed quickly and easily for SmartWatch 2.

The Magnetic Charging Dock **DK30** has an innovative magnetic pin that lets you place your Xperia Z Ultra snugly in the dock using one hand, either with or without the phone cover on. While your phone is charging, it stands at a comfortable viewing angle easily allowing you to keep watching your favourite movies even while charging.

Xperia Z Ultra features

- 6.4" Full HD TRILUMINOS™ Display for mobile powered by X-Reality™ for mobile engine for the ultimate viewing experience
- Ultra slim, waterproof** and dust resistant (IP55/IP58) durable design
- Qualcom^m® Snapdragon™ 800 processor with 2.2 GHz quad-core CPUs and 4G LTE for fast performance
- Write and sketch with any pencil and selected stylus or pen (capacitive stylus or metal pen with tip diameter over 1mm)
- 8 megapixel camera with "Exmor RS for mobile" sensor and HDR for videos and photos
- Full accessory ecosystem for premium entertainment and connectivity
- Battery STAMINA Mode for outstanding battery life

The Xperia Z Ultra will launch globally from Q3 2013 (*exact timing of availability will vary by market*).

- ENDS -

Specifications verified by Strategy Analytics' SpecTRAX service, as of 24th of June 2013 the Xperia Z Ultra is the slimmest smartphone with a Full HD display, for more information on Strategy analytics results go to: www.sonymobile.com/testresults

** *As of 24th of June 2013, outside of Japan, the Xperia Z Ultra is the only waterproof smartphone with a Full HD display on global distribution. In compliance with IP55 and IP58, Xperia Z Ultra 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*

*** *Display area available compared to smartphones with a 5" display or smaller*

**** *Specifications of Qualcomm Snapdragon 800 quad-core 2.2GHz processor verified by Strategy Analytics' SpecTRAX service as of 24th of June 2013, for more information on Strategy analytics results go to: www.sonymobile.com/testresults*

[1] *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.*

[2] *Number of tracks available from this catalogue varies by country and may be less.*

[3] *Sony Entertainment Network services are subject to availability by region. Please visit www.sonyentertainmentnetwork.com for more details.*

Key technical specifications

Xperia Z Ultra specifications		
Colours		Black White Purple
Facts	Size	179.4 x 92.2 x 6.5 mm
	Weight	212 grams
	Operating System	Google™ Android™ 4.2 (Jelly Bean)
	Processor	Qualcomm® Snapdragon™ 800 processor with 2.2 GHz quad-core CPUs
Camera		8 megapixel camera 16x digital zoom Auto focus Continue burst mode HDR for both picture/movie Face detection Front-facing camera (2 MP 1080p) Geotagging HD video recording (1080p) Image stabiliser Object tracking Picture Effect Quick Launch Scene recognition Self-timer Send to web Smile shutter™ Sony "Exmor RS for mobile" Image sensor Superior Auto Sweep Panorama Touch capture Touch focus White balance
Music		3D Surround Sound (VPT) Album art Bluetooth™ stereo (A2DP) ClearAudio+ Clear bass Clear Phase™ Clear stereo Dynamic normalizer Music tones (MP3/AAC) Music Unlimited PlayNow™ service* SensMe™ TrackID™ music recognition* "WALKMAN" application xLoud™ Experience
Internet		Bookmarks Google Chrome™ Google Play™ Google™ search* Google Voice™ Search* Google Maps™ for Mobile with Street view and Latitude™* NeoReader™ barcode scanner* Pan & zoom
Communication		Call list Facebook™ application* Google Talk™ application* Noise suppression Polyphonic ringtones Speakerphone Twitter™ application*

Messaging	Conversations Email Google Mail™* Handwriting recognition Instant messaging Multimedia messaging (MMS) Predictive text input Sound recorder Text messaging (SMS) Voice input
Design	Auto rotation Face Unlock Gesture input IPX5/8 (Water-resistant) & IP5X (Dust-proof) On-screen QWERTY keyboard Input with any pencil and selected stylus or pen (capacitive stylus or metal pen with tip diameter over 1mm) Sensor-on-lens Battery STAMINA Mode Screenshot capturing Throw Sony X-Reality™ for mobile engine Touch screen Wallpaper
Entertainment	3D games Media browser Motion gaming PlayMemories PlayStation® Certification pending Radio (FM radio with RDS) Sony Reader app SensMe™ slideshow Sony Entertainment Network* TV launcher Video streaming Video Unlimited YouTube™*
Organiser	Airplane mode Alarm clock Calculator Calendar Contacts Document readers eCompass™ Notes Setup guide Stopwatch Tasks Timer
Connectivity	3.5 mm audio jack (CTIA) aGPS* Bluetooth™ 4.0 wireless technology DLNA Certified® Media Transfer Protocol support Micro USB support Native USB tethering Media Go™* NFC PC Companion Play Anywhere Screen mirroring Smart Connect Synchronisation via Facebook™ Synchronisation via SyncML™ Synchronisation via Google™ Synchronisation with computer Synchronisation via Microsoft® Exchange ActiveSync® USB High speed 2.0 support USB mass storage Xperia Link™

		Wi-Fi® Wi-Fi® Hotspot functionality
Display		6.44 inches 1920x1080 pixels 16,777,216 colour TFT TRILUMINOS™ display for mobile Touch panel cover glass with Super Hard Coat ASF
Memory	Internal phone storage	16 GB (up to 11 GB user-accessible memory)**
	Expansion slot	microSD™ card, up to 64 GB (SDXC supported)
Networks		UMTS HSPA+ 900 (Band VIII), 2100 (Band I) MHz, 850 (Band V), 1900 (Band II), 1700 (Band IV) GSM GPRS/EDGE 850, 900, 1800, 1900 MHz
Battery life*	Battery (embedded)	3000 mAh
	Talk time GSM	Up to 14 hours
	Standby time GSM	Up to 790 hours
	Talk time UMTS	Up to 16 hours
	Standby time UMTS	Up to 820 hours
	Standby time LTE	Up to 660 hours
	Music listening time	Up to 120 hours (world's longest audio playback)
	Video playback time	Up to 7.5 hours
In the kit		Xperia™ Z Ultra, charger, micro USB cable for charging, synchronisation and file transfer, and user documentation

This service is not available in all markets.
*** Memory comprises of approximate 5 GB firmware plus 11 GB of "Internal storage" for music, pictures and movies, and downloaded applications and their data.*
**** Values are according to GSM Association Battery Life Measurement Technique as performed in controlled laboratory conditions. Actual time may vary.*

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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