

## Introducing Xperia™ T2 Ultra - the large screen smartphone for entertainment on-the-go!

- Intense entertainment on a large HD IPS display with integrated movies and music out-of-the-box
- The world's most portable large-screen smartphone<sup>1</sup>: 6" HD IPS display in a smartphone with slim, lightweight and easy to use design with one-handed operation features
- Snap great pictures with the best camera in its class<sup>2</sup> and enhanced "selfie" apps like Portrait retouch
- Speed and stamina with super-fast data, a lightning quick processor and great battery performance to keep your movies playing all day.

**19<sup>th</sup> March, 2014:** Sony India today introduced Xperia T2 Ultra, the next evolution in large-screen smartphone design. Designed specifically with customers from emerging markets in China, the Middle East, Africa and the Asia Pacific rim in mind, Xperia T2 Ultra brings together the best of Sony's imaging and display technologies with ground-breaking design efficiency to produce a stunning Android smartphone at a mid-range price point.

### Incredible entertainment with you all the time

Sony's entertainment divisions have been delivering some of the world's greatest entertainment content and with Xperia T2 Ultra these experiences will be more integrated than ever. Sony's latest Album, Walkman™ and Movies apps will integrate out-of-the-box with cloud services to provide easy access to fantastic entertainment. For users in India, this will mean out-of-the-box integration with the Sony Entertainment Network as well as Sony's PlayMemories Online storage service.

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<sup>1</sup> Based on the published dimensions of Xperia T2 Ultra (weight, thickness and volume) compared against those of competing large screen smartphones. Strategy Analytics defines a large screen smartphone as a smartphone with a display size of 6 inches or greater. Source: Strategy Analytics SpecTRAX Service, 17th December 2013.

<sup>2</sup> This claim was found to be supported based on the published camera resolution of Xperia T2 Ultra compared against that of competing 6" or larger screened smartphones with a global average launch price of less than €400, and the results of an independent features audit, conducted by Strategy Analytics between 23rd December 2013 and 2nd January 2014, comparing the features of Sony Xperia T2 Ultra with Samsung Mega 6.3, Huawei Ascend Mate and ASUS Fonepad Note 6.

To make the most of the movies and songs, whilst ensuring that users need never be parted from them, Xperia T2 Ultra combines a number of key design features to perfectly balance the need for a large screen with portability and battery endurance.

Xperia T2 Ultra's stunning 6" HD IPS TRILUMINOS display extends to within 2.5 mm of the phone's edges. This means that it has a screen to phone size ratio of 73.6%, both making the most of the space available and ensuring that the phone is no wider than a standard credit card. It is also both slim (7.6 mm) and light (weighing only 173 ± 1g depending on variant differences), fitting easily in a jacket pocket.

Big, bright screens can often use a lot of power, but that's not a problem with Xperia T2 Ultra, Sony has ensured that it is ready to go the distance by incorporating a battery-efficient processor and massive 3000 mAh battery, coupled with Sony's unique Battery STAMINA Mode that automatically turns off functions to save power when you don't need them and restarts them when you do.

### **Sony's innovative smart social camera**

Xperia T2 Ultra features a 13 megapixel camera, the best in its class<sup>2</sup>, that brings together the best of Sony's digital imaging technology to allow users to capture incredible images, and, coupled with Sony's new smart social camera ecosystem, smartphone photography can go far beyond the traditional snapshot.

The smart social camera system allows developers to create camera add-ons that extend functionality and re-define the role of the camera. Apps available at launch will include:

- **Collage:** Allows you to drop images directly into creative photo collages by changing formats, layouts and backgrounds
- **Background defocus:** Create stunning images full of depth by separating foreground elements and blurring the background
- **Timeshift burst:** Ensures you get the perfect photo every time by taking 31 photos within two seconds, both before and after you press the shutter. You can then scroll through them afterwards to select the perfect shot.
- **Sweep Panorama:** Snap amazing and seamless panoramas easily. Take a snap then sweep the phone in a direction you set to capture wide-angle panoramas.

These will feature alongside a growing number of third party applications available through the Sony Select app store and accessible directly from the camera app on Xperia T2 Ultra. Already the smart social camera includes apps for services like Evernote and Sphere with many more launching in the coming months.

## **Xperia T2 Ultra at the heart of a connected ecosystem**

With one-touch functions users can instantly and easily share music, photos and videos and movies from Xperia T2 Ultra with a wide range of NFC-enabled Sony devices, including speakers, SmartWatch, wireless headsets and TVs.

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. It also provides you with stereo sound while enjoying movies on the Xperia T2 Ultra. The OLED display conveniently lets you browse your call log, view text messages, and see who's calling you. And with a sleek, minimal and splash-proof design you can now use it anywhere, in any weather. Use it as a quality stereo music headset to listen to music or to the built-in standalone FM radio with RDS. Pairing and connecting is achieved simply by touching it to the back of Xperia T2 Ultra or other NFC-enabled device.

## **Dual SIM, no compromise**

Xperia T2 Ultra dual (the only variant available in India) offers a new experience through the incorporation of Sony's latest generation of dual SIM mobile technology. Users can set up both SIM cards independently with custom ring tones and one-touch switching between SIMs before making calls or sending texts. Sony's dual SIM management technology means that users can keep both SIMs active, never missing a call, even whilst talking on one of them.

## **Key specs for Xperia T2 Ultra**

- 6" HD IPS display (720p) with TRILUMINOS™ and Mobile BRAVIA Engine 2 for mobile
- 13 MP camera with flash and Exmor RS for mobile
- 1.1 Mp front facing camera with Exmor R
- Access to Sony's "one-touch" ecosystem of 132 NFC connected accessories
- Snapdragon Quad-core 1.4 GHz processor with 1GB of RAM and 8GB of on board storage (Micro SD slot expandable up to 32GB)
- Large 3000 mAh embedded battery with Battery STAMINA Mode

Xperia T2 Ultra Dual will be available at all Sony Centers, Xperia Flagship stores and major electronic stores across India.

<b>Model</b>	<b>MRP</b>	<b>Availability</b>
Xperia T2 Ultra Dual	Rs. 25,990	20 <sup>th</sup> March, 2014

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