



Press Release

Sony Ericsson and Orange offer unique Yari/PSP Go gaming bundle for gamers

Exclusive to Orange: get the Sony Ericsson Yari and PSP Go at attractive subscription prices

Renens/Brüttisellen, 30 November 2009 - Sony Ericsson and Orange have come together exclusively to bring you a unique gaming bundle, comprising a Sony Ericsson Yari handset and the most recent version of the PSP Go entertainment system. Customers purchasing the bundle will also be able to download the famous PlayStation game "Gran Turismo" for free until 10 March 2010.

Orange is the only telecommunications provider in Switzerland to be offering customers a new gaming bundle. This comprises Sony Ericsson's newly released gesture gaming phone Yari and the PSP Go, which has been available since early October - the perfect fusion of multimedia and mobile telecommunications. The new gaming bundle is available from CHF 109.00 when opting for a new Optima Max Surf or Maxima Surf price plan with a 24-month contract. The customer can also download the famous game "Gran Turismo" completely free of charge.

Price plan	Monthly fee	Price bundle in CHF with 12-month contract	Price bundle in CHF with 24-month contract
Optima Max Surf	69.00	309.00	109.00
Maxima Surf	95.00	309.00	109.00
Universa Unlimited	169.00	349.00	149.00
Optima Plus Surf	49.00	359.00	159.00
Optima Start Surf	39.00	409.00	209.00
Prima 22 Surf	33.00	459.00	309.00
Xtreme Surf	35.00	459.00	309.00
Prima 12 Surf	23.00	559.00	409.00

Price bundle in CHF without subscription: 849. 00

The bundle also exclusively includes Sony Ericsson's Bluetooth™ MH110 Headset, which can be set up to connect to Yari and PSP Go. And that's not all: Yari also functions as a modem to connect the PSP Go over the mobile phone network, while thanks to integrated application MediaGo in Yari, music, videos and podcasts can easily be transferred between your PC, Yari and the PSP Go.

More about the Sony Ericsson mobile Yari

Sony Ericsson Yari: the first gesture gaming mobile

Yari is the first mobile with gesture gaming ability outside the Japanese market. In gesture gaming, movements are made in front of the screen and displayed by the camera so that players can actively enjoy the experience first-hand. Gesture gaming technology transforms games into a unique pleasure for users everywhere. The new Yari has a range of games to keep fit and stay in shape, or improve your high scores in tennis or boxing thus ensuring an unforgettable gaming experience. It also has a wide range of pre-loaded motion and standard games.

- Gesture Gaming and Motion Gaming
Action in front of the screen by moving the phone
- A/B keys
Games function keys
- Integrated games carousel
Direct access to games from phone desktop
- The most up-to-date music player and high-quality Stereo loudspeaker
For true music pleasure
- Music Call
Listen to your favourite songs with the person you're talking to at the touch of a button
- 5.0 megapixel camera
Upload pictures to your web album quickly and easily
- Send your own location by SMS



More about PSP Go by Sony PlayStation

PSP Go – New PlayStation Portable (PSP) for the digital lifestyle

PSP Go is one step further in PSP hand-held entertainment systems. The portable games console is available from 1 October 2009 in piano-black and pearl-white for CHF 379.00 in Switzerland. PSP Go is perfectly matched to the digital lifestyle: it is smaller and lighter than the previous model, with an elegant design. Its slide-up flatscreen means that it will fit in any trouser pocket and can be taken anywhere with you.



- Internal Flash Memory
To complement the trend for digitalisation, the PSP Go's original UMD drive will be replaced by a 16GB internal flash memory. This enables it to store a large amount of digital entertainment content, giving users unlimited entertainment possibilities to download from the PlayStation® network.
- Flatscreen with light and user-friendly slide-up device and original applications
PSP Go offers a whole series of exciting entertainment options with its slide-up device. With an open screen, users can bring up a range of entertainment content via the PSP-3000's key control function. If the screen is shut, PSP Go's original applications such as time and calendar are shown on the display. Music and video functions can also be used with a shut screen.

- Stand-by function for games
The PSP Go has unique features, such as a stand-by function for games, which activates the XMB™ (XrossMediaBar) user interface during game breaks.
- Bluetooth®
The Bluetooth function enables users to connect to standard Bluetooth peripherals such as headphones or headphone accessories as well as the PS3 Wireless Controller (DUALSHOCK®3 and SIXAXIS®). The latter can be used if video content is to be displayed on TV at home by means of the PSP.

Duty of Notification

- 1) Facts and features may vary in different countries.
- 2) Talk time and standby times depend on network set-up, sim card type, added accessories as well as various activities such as games. Scope of supply and colour options may vary from market to market. Some accessories may not yet be available in all markets.

Copyright © 2009 Sony Ericsson Mobile Communications AB.

The Liquid Identity Logo and Liquid Energy are trademarks or registered trademarks of Sony Ericsson Mobile Communications AB. "Sony" and "make.believe" are trademarks or registered trademarks of the Sony Corporation. Ericsson is the trademark or registered trademark of the Telefonaktiebolaget LM Ericsson. Any other product and company name mentioned here may be trademarks of each respective company. All rights reserved, if not specified otherwise. Subject to change without notice.

With around 97 million mobiles sold in 2008, Sony Ericsson is one of the leading international players in the mobile phone industry. Versatility is one of the key strengths of the company, which is active in more than 80 countries, and has production sites in China as well as development and research facilities in China, Europe, India, Japan and North America. Sony Ericsson was established in October 2001 as a 50:50 joint venture of Sony and Ericsson; the global registered office is located in London. For more information about Sony Ericsson please visit www.sonyericsson.de.

Media Contacts

Sony Ericsson

vademecom ag
PR and Communication
Monika Bailer Giuliani – T: +41 (0) 44 380 35 36
Jupiterstrasse 47, CH-8032 Zürich
E-Mail: presse@vademecom.com

Orange Communications SA

Therese Wenger
078 787 10 16
therese.wenger@orange.ch

Sony PlayStation

Sony Computer Entertainment Switzerland AG
Rebecca Dürsteler
T: +41 (0) 52 245 18 07
Flugplatzstrasse 5
8404 Winterthur