



Sony Ericsson



PRESS RELEASE

Sony Ericsson Builds at Second Life

Düsseldorf, March 13, 2007 – Alongside its participation at CeBIT in Hanover, Sony Ericsson will also build a virtual trade-fair stand in the world of Second Life. The Swedish-Japanese joint venture will be represented in Hanover from March 15 to 21, where Sony Ericsson will not only make its product worlds experientially accessible, but will also be the first mobile-telephone manufacturer to be present in the online world of Second Life.

Sony Ericsson has built a 3D landscape in the form “Sony Ericsson Island,” where just about everything can be found that also exists in the real world. Parallel to the real world in Hanover, the Sony Ericsson Island will have a virtual trade-fair stand that’s patterned after the actual stand at CeBIT, but modified for virtual reality. Starting on March 15, interested parties who cannot physically participate in CeBIT will have the opportunity to “visit” a real and virtual new stand at Second Life.

Interactive Information and Consulting at Second Life

During their stay in the virtual world of Second Life, visitors can view a picture gallery where they’ll see regularly updated live images transmitted directly from CeBIT in Hanover. On a large video screen, the inhabitants of Second Life will also be able to see an overview of selected Sony Ericsson products, to receive all the information they need, and even to digitally take a mobile phone along and carry it with them. Sony Ericsson’s appearance at Second Life not only offers visitors the opportunity to get precisely the information they need online about selective brand’s products, it also enables visitors to learn all about the other offerings at the world’s largest trade fair for information and communications technology. Products ranging from mobile phones to accessories can be scrutinized onsite. Via the 3D depiction and in combination with the product videos, visitors can get realistic impressions of the products. Furthermore, promoter avatars are available to offer individualized and detailed advice. Second Life can thus also be used as a platform on which to exchange with one another information and experiences about Sony Ericsson and its selection of products.

Entertainment on the Sony Ericsson Island

Sony Ericsson’s stand is above all a very special venue for music lovers. People can dance to cool beats from break dance to aerobic dance on the disco dance floor, or lie back, relax and enjoy some music in ball chairs. Additionally, there’ll also be a t-shirt stand where visitors can get free Sony Ericsson digital shirts: they can choose the shirt with their favorite message, because five shirts with different messages are available. Furthermore, lots of little surprises all about music and sound await visitors at the Sony Ericsson Island. As a special highlight, guests at Second Life will have a chance to win the new W880i: one such phone will be given away each day throughout the entire duration of CeBIT, and these phones will then be sent out into the real world.



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"Second Life is a true-to-life interactive world that's full of adventures and that puts no limits on one's creativity. One can get to know people from around the world, one can communicate with them, and one can do and experience much more here. We're not only bringing Sony Ericsson to Second Life, we're also bringing our CeBIT offerings there," says Martin Winkler, Head of Marketing, Sony Ericsson Germany. "As an innovative brand, we naturally also want to present our products and the experiences associated with them in a creative and modern format like Second Life so that we can reach our customers in all worlds. We not only offer information about our products, but also offer interactive features that strengthen the experiential character."

Sony Ericsson uses CeBIT to kick off its entry into Second Life. The offerings available on Sony Ericsson Island will also be continually expanded after CeBIT is over. Added value for the customer occupies the foreground: in addition to emotional stimulation, comprehensive information is also available about the products and product worlds of Sony Ericsson.

Second Life is a virtual world: a continually existing 3D environment that's entirely created and further evolved by its inhabitants. The players, who are described as "inhabitants," can style themselves and their surroundings, can buy land and build on it, and can earn virtual money and exchange it for real money. They create a second identity – an avatar – for themselves with which they can move and act online in their own world.

Further information at our press website: www.sonyericsson.com/secondlife

Sony Ericsson Mobile Communications serves the global communications market with innovative and feature-rich mobile phones, accessories and PC-cards. Established as a joint venture by Sony and Ericsson in 2001, with global corporate functions located in London, the company employs over 7,500 people worldwide, including R&D sites in Europe, Japan, China and America. Sony Ericsson celebrated the 5th anniversary of the start of the joint venture on 1st October, 2006.

Sony Ericsson is the global title sponsor of the Women's Tennis Association, and works with the Association to promote the Sony Ericsson WTA Tour in over 80 cities during the year.

For more information on Sony Ericsson, please visit www.sonyericsson.com.



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