



PRESS NOTE

TIM, EXCLUSIVE DISTRIBUTOR FOR ITALY, LAUNCHES THE SONY ERICSSON XPERIA™ PLAY, THE FIRST PLAYSTATION™ CERTIFIED SMARTPHONE

To celebrate the launch on April 21, TIM will hold a “White Night” in two of its stores in Rome and Milan, where the public can get a preview of the innovative product

The Sony Ericsson XPERIA™ PLAY will be available only in Telecom Italia stores until May 31

Rome, April 20, 2011

TIM brings the Sony Ericsson XPERIA™ PLAY, the first Playstation™ certified smartphone, to the Italian market. This innovative product will be distributed exclusively by TIM until May 31 and, to celebrate its launch, a “White Night” will be held 21 at TIM’s stores at via del Corso 87, in Rome, and at via Moscova 47 in Milan.

Based on the latest Android™ 2.3 Gingerbread release, XPERIA™ PLAY provides the typical functionality of smartphones, along with PlayStation™ gameplay.

Along with the exclusive launch of the XPERIA™ PLAY, TIM offers the convenience of Tutto Compreso 500, 1000 and 1500, three profiles with no connection charges that suit various user needs.

With Tutto Compreso, customers can have the XPERIA™ PLAY for an extra monthly cost of only €7.50 for 24 months, with the advantage of paying for the handset in small monthly installments directly by credit card.

The new smartphone features a 5-megapixel camera, a 4” multitouch screen, a front-facing video camera for chatting anywhere, providing the best functionality for social network and better entertainment capabilities thanks to the vertical screen.

By sliding the phone to access the game pad, customers can immerse themselves into the thrilling world of mobile gaming: the game pad slider comprises a digital D-pad, two analog touch controls, two side controls and the four distinctive Playstation™ icons (circle, x, square and triangle).

The Sony Ericsson XPERIA™ PLAY is equipped with a Qualcomm Snapdragon™ processor running at 1 GHz, providing extreme performance and low battery consumption. The Qualcomm Snapdragon includes a built-in Adreno™ graphics processor, ideal for mobile gaming and entertainment, providing the console-level 3-D graphics that are now a must-have feature of the most advanced smartphones.

XPERIA™ PLAY is being launched with over 60 games created by industry leaders that include Sony Computer Entertainment, Gameloft, Electronic Arts and Glu Mobile.



Specifically, Gameloft will offer a lineup of 10 games for the Xperia PLAY launch, including Asphalt 6: Adrenaline and Star Battalion, the complete versions of which will be preloaded onto the device, while Gameloft's BackStab will be available only for the **XPERIA™** PLAY for one month, making full use of the innovative graphics capabilities and the revolutionary game controls of **XPERIA™** PLAY.

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