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Sony Ericsson W810i Mobile Phone

By Patrick Smith

The Sony Ericsson W810 is a Quad-band EDGE phone (850/900/1800/1900 MHz), and enables users to transfer their legacy CD collection or access operator music download services, while staying connected to friends, family and business colleagues anywhere in the world.

The Sony Ericsson W810 offers the latest in mobile multi-media functionality by taking advantage of high speed data downloads; listen to hours of music, capture and send high-resolution mega pixel images, access the Internet and stay connected through instant messaging or email. The latest Walkman phone comes with a 512MB removable Memory Stick, which can be upgraded to 2GB currently available in retail outlets, allowing consumers to store a wealth of music tracks, photos, video and other multimedia files on the phone.

Extending the highly acclaimed Sony Ericsson Walkman phone line-up, the stylish black with orange trim W810 advances the mobile music experience by seamlessly blending together entertainment and advanced mobile phone technology to offer a truly credible digital music experience supporting industry standard MP3 and AAC music file formats. The phone comes complete with quality HPM-70 stereo headphones which feature a standard 3.5 mm headphone jack for personal customization.

Consumers can easily and quickly load music to the phone; either uploading their legacy CD collection onto the W810 from a PC via USB 2.0 using the provided Disc2Phone music management software, or by purchasing new music from operator specific over-the-air download services. This enclosed PC software makes it easy to sort, browse and transfer files on the 512 MB Memory Stick PRO Duo™, which provides capacity for approximately 150 music tracks - the equivalent of around 15 full length CDs.

Enjoying music on the Sony Ericsson W810 Walkman phone is extremely simple because a dedicated Walkman button quickly pulls up the music menu regardless of what other application on the phone is in use. Positioned just below the phone's screen you can find all the most common music controls needed (Play/Pause/Stop/Skip Track/Volume) allowing users to move easily between tracks or adjust the volume on the speaker or headphones. Engaging Mega Bass™ improves the sound experience when listening to music through the external speaker or the high quality headphones provided.

"Since the launch of the W800 flagship Walkman phone in August last year, consumers across the world have been embracing the concept of the mobile phone as a credible digital music player, and enjoying high quality music anywhere, anytime without having to carry a dedicated music device. Sony Ericsson's Walkman phones are redefining how consumers listen and enjoy music, and the W810 strengthens our music phone line-up with the addition of dedicated music buttons on the front of the phone and an expanded choice of how users upload music to the phone" said Miles Flint, president for Sony Ericsson.

The Sony Ericsson W810 is also a great imaging device enabling users to capture great still pictures and video featuring an integrated high-quality 2 mega pixel, auto-focus camera with photo light, and easily recognisable digital still camera interface.

As with other members of the Walkman phone family, music automatically pauses when an incoming call is received and begins playing again when the call ends. The phone can also operate in a music-only mode for those occasions when the phone function must be disengaged, such as during air travel.

The W810 is equipped with EDGE Class 10 technology, to allow quick and easy data transfers and Internet access, and Bluetooth™ Wireless technology for connectivity with Bluetooth handsfree headsets and sharing data with other Bluetooth-enabled devices.

For more information on the

Sony Ericsson W810i

please visit the mad4mobilephones.com website.

Will You Be Watching The World Cup On Your Mobile Phone?

By Mr Hanna

World Cup 2006 is almost upon us and the worldwide audience is set to smash all records. But the days of cramming around the television in the front room or in the local pub are diminished if not yet gone. With increased technological developments, football fans will be able to utilise new technology to follow their national teams' fortunes.

The increasing sophistication of the web means that live games will be shown on sites such as the BBC this summer (

<http://www.bbc.co.uk/sport>

). Streaming video content to your desktop or laptop is

Sony Ericsson W810i Mobile Phone

nothing new but the marketers recognise the value of the big occasion and with all games being available for live video download the 2006 World Cup will be the biggest litmus test that this technology has had to date. The availability of live streams offers great flexibility to users who are at work, university, home working and so on to watch and enjoy the games - whether legitimately or not.

Similarly recent developments in mobile phones mean that we can now watch mobile content on mobile devices such as phones. Having the World Cup on your mobile phone means that you need not miss any of the action and can watch games on the move wherever you are. Just watch out for oncoming traffic. The sophistication of the latest mobile phones include internet connectivity and video content streaming allowing us to enjoy the footy on the bus or the train in a way that we have never been able to before.

Despite the popularity and frequent changes to our mobile phones, handsets with video streaming capability are still not in the majority. Sony Ericsson (

<http://www.sonyericsson.com>

) has led the way

with video phones in recent years and Sony Ericsson models now have the capability as a standard handset feature. If you plan on watching the World Cup on the move the time is upon you to renew your phone so hurry up and call your network for an upgrade or visit one of the mobile phone stores (

<http://www.dialaphone.co.uk/mobilephones.html>

) to get your hands (and eyes) on the World Cup this

year.

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