

SONY

DISCLAIMER

- All designs, features, specifications and user interfaces may change without notice.
- Images in the presentation have been adjusted for demonstration purposes and may appear differently on the actual device.
- All specifications are based on internal testing and are presented for general understanding only.
- All images on screen are simulated, except where otherwise noted.

SONY

Sony's New Xperia

2024

MEDIA PRE-BRIEFING

STRICT EMBARGO : 15th May 8:00 BST/ 9:00 CEST



Corporate Strategy 2024 CES

Throughout our history as a creative entertainment company, Sony has placed people at the heart of creativity.

We are here for creators.

Xperia encapsulates Unique Experiences of Sony in one package



α
ALPHA

CAMERA



BRAVIA



DISPLAY



AUDIO



Exmor
for mobile

Creator mode



X1
for mobile



DSEE
Ultimate

Xperia for "Creators and Creativity"

Content Creation

Creators Device Packed with Creation Semiconductor



Content Consumption

Best Entertainment Device for Enjoying Content



Target expansion & retention



**Imaging enthusiast
including ILC users**

Camera expressions like ILC
Precise control of settings



**Xperia Flagship users
Smartphone Enthusiasts**

High-quality Camera,
Audio, Visual, Gaming

MEDIA REACTIONS
EUROPE



XPERIA

1 V

SONY

"Sony Xperia 1 V test, finally a masterclass, as in the photo!"

(Journal du Geek, France)

"Sony cell phones in the test: The best Xperia in comparison."

(Chip, Germany)

"Sony Xperia 1 V: Technical brilliance."

(M3, Sweden)

"14 features of the Sony Xperia 1 V that we want in all Android phones."

(El Androide Libre, Spain)

"Sony's flagship smartphone is still about as cinematic as a phone can be."

(What Hi-Fi, UK)

"The Sony Xperia 1 V is close to perfect."

(L&B, NORD)



Xperia 2024 Lineup



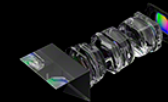
SONY



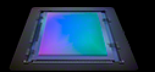
Pro-level camera,
with power.

XPERIA

1 VI



Optical Zoom
85mm-170mm



Exmor
for mobile

The complete premium smartphone experience

Exceed your entertainment expectations with Sony's powerful camera and expertise in display, audio and mobile gaming, and two days of battery life

CAMERA



Support your creativity with a wide range of focal lengths

DISPLAY



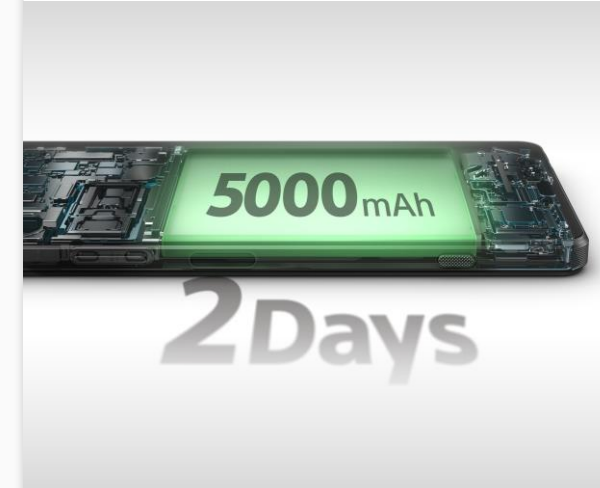
**A new and smarter display
Powered by BRAVIA™**

AUDIO



Superior audio quality

PERFORMANCE



Two days of battery life with extraordinary performance

Sony AI

To enhance contents quality

Camera



Display

Reproduce the visual beauty of BRAVIA

For vivid and high-contrast viewing experience using Sony's unique AI image quality adjustment technology.

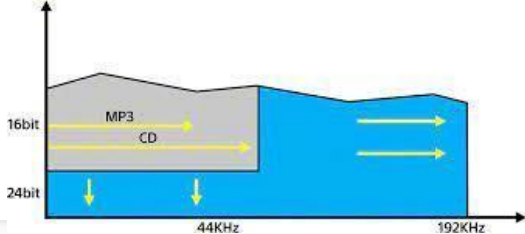


Powered by BRAVIA

Audio

Enhance all your digital music with AI

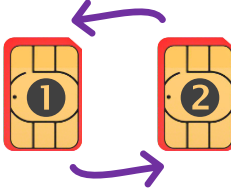
DSEE Ultimate



Network

AI Smart Connectivity

Automatic SIM switch for Dual SIM.



Automatic switch between cellular and Wi-Fi network



SONY

CAMERA

EXPERIENCE

SONY

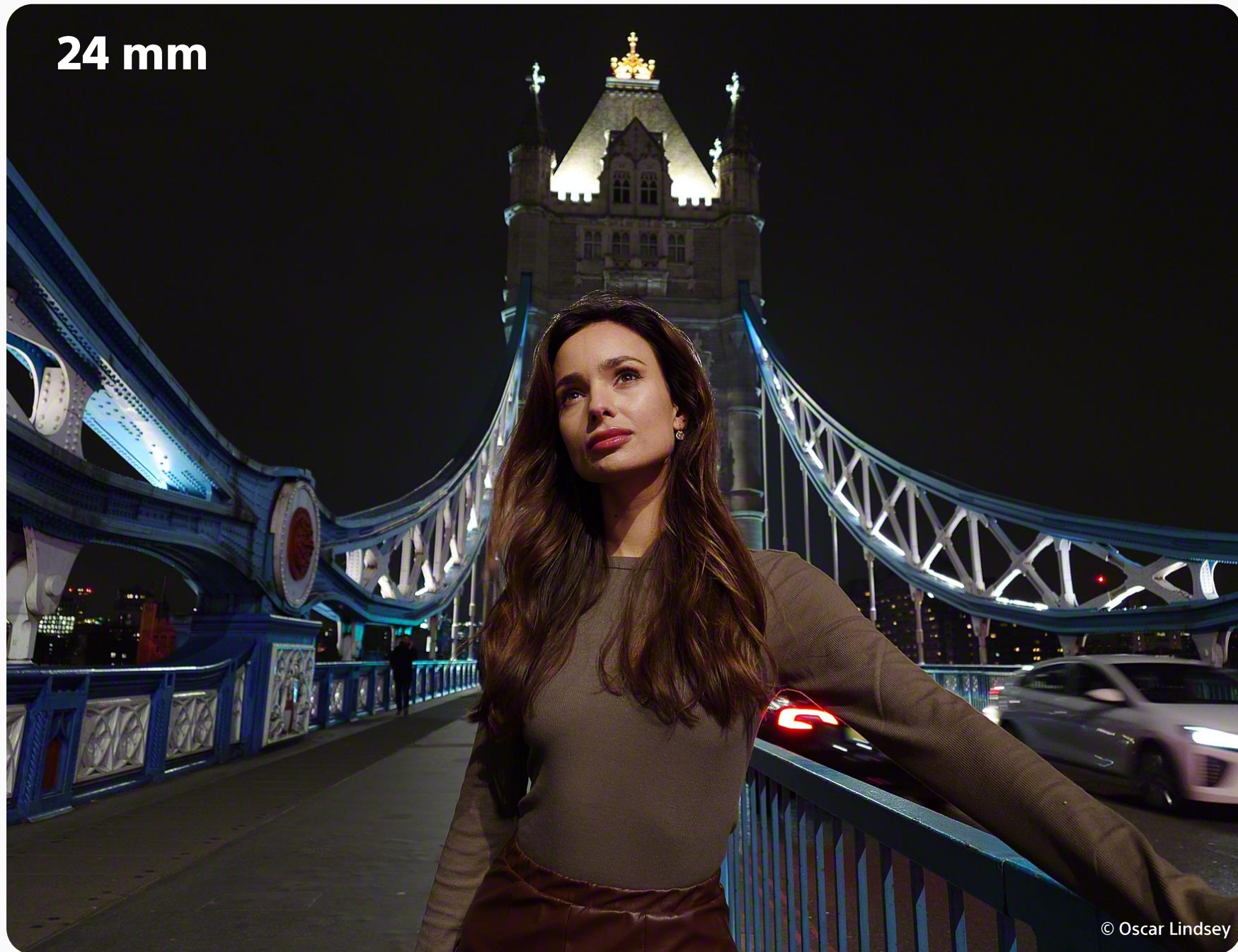
**Capture
more light
than ever**

Exmor 
for mobile

24 mm

Exmor 
for mobile

**Capture
more light
than ever**



© Oscar Lindsey

High-resolution sensor

Up to 48 MP astonishingly detailed images



New features:

**48mm focal length
and new extended
85-170 mm optical
Telephoto lens**



16mm

Ultra wide

24mm, 48mm

Wide

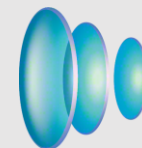
85-170mm

Telephoto



New extended 85-170mm (3.5 to 7.1x) optical telephoto lens

Support your creativity with a wide range of focal lengths



Optical Zoom

85 mm

SONY

Perfect for portraits

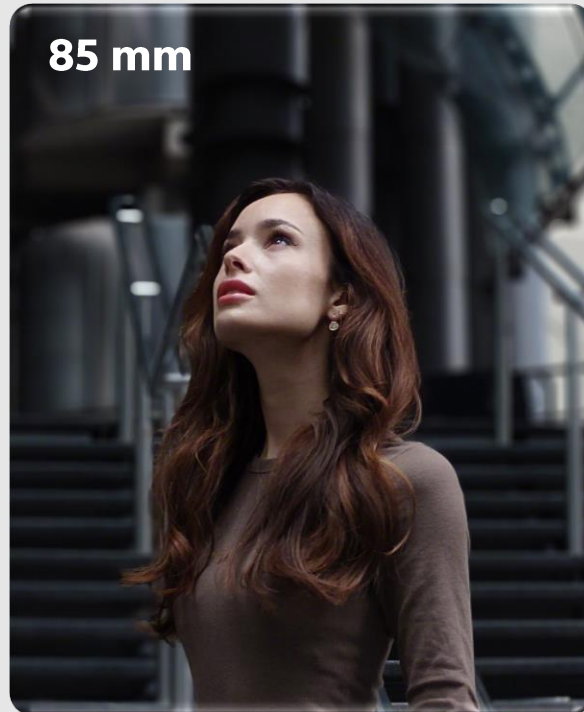
Taken with XPERIA

©Oscar Lindsey

Perfect for portraits Taken with Xperia



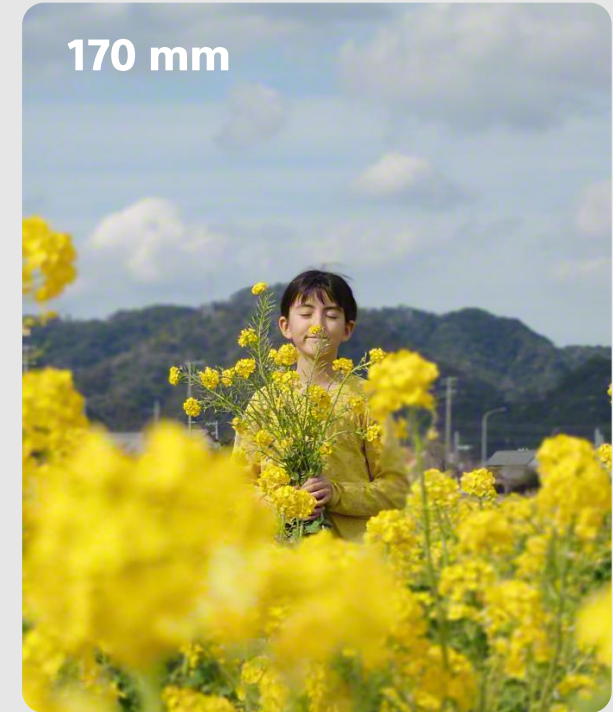
© Ippei & Janine Photography



© Oscar Lindsey



© Ippei & Janine Photography



© Ippei & Janine Photography



Amazing telephoto macro shots

Taken with XPERIA

©Takashi Namiki

Amazing telephoto macro shots Taken with Xperia



© Oscar Lindsey

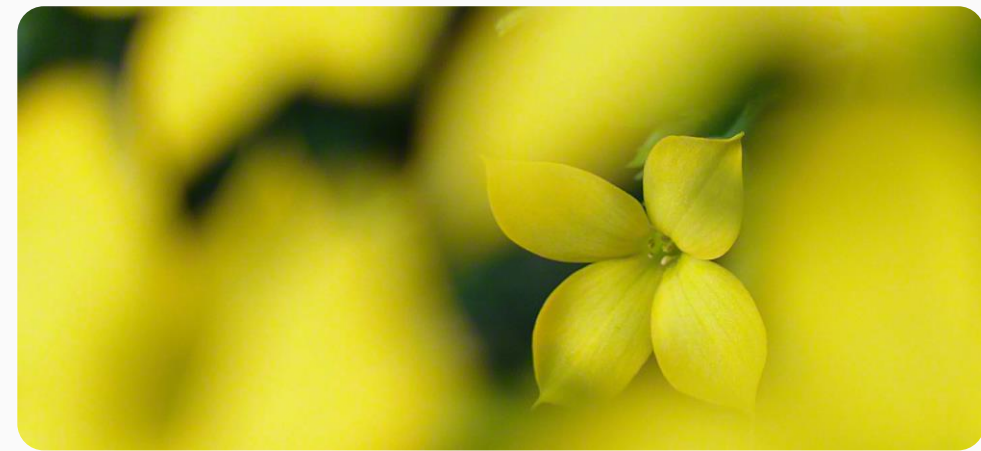
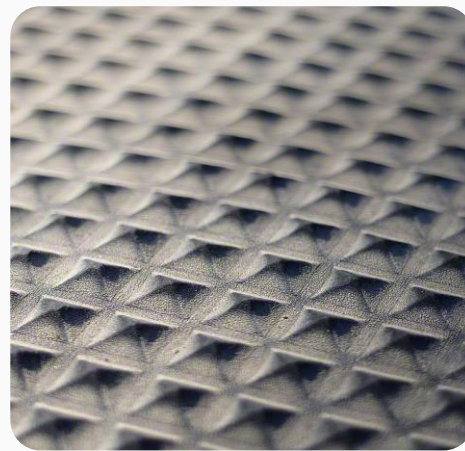
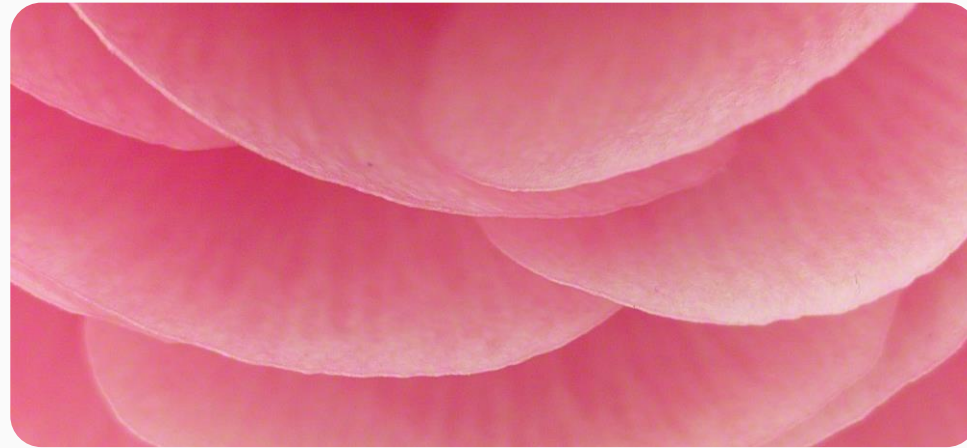
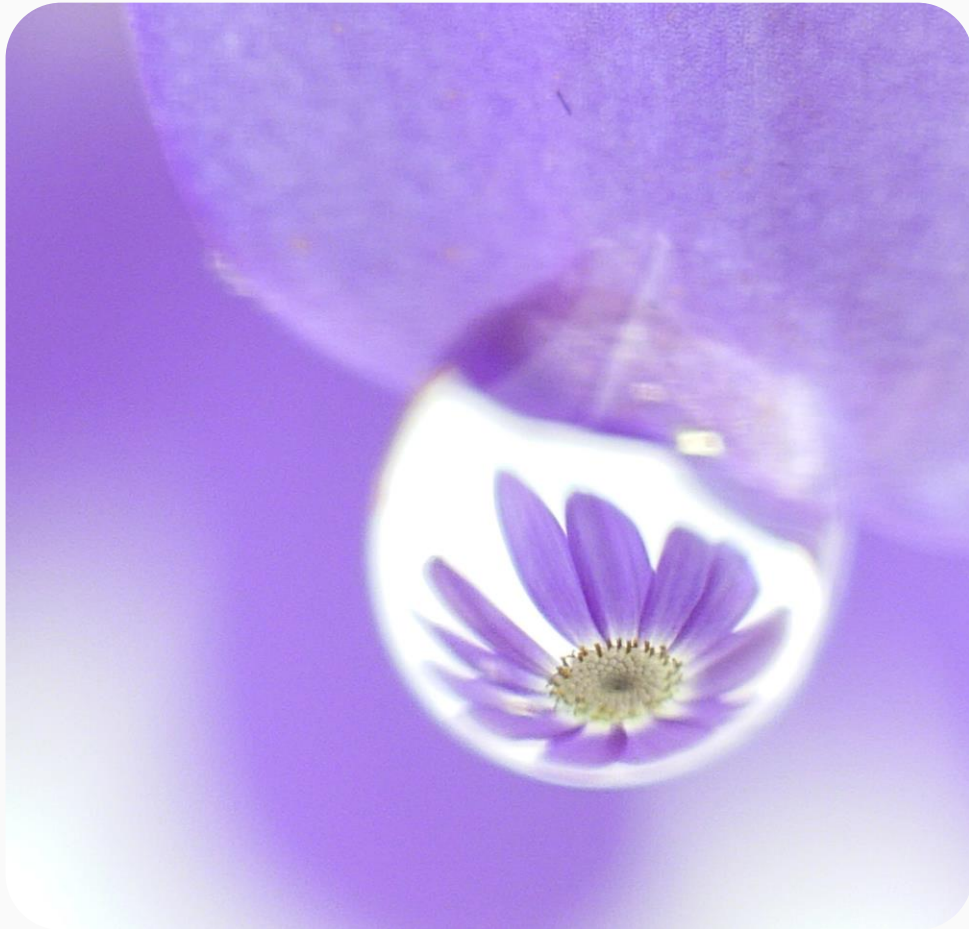


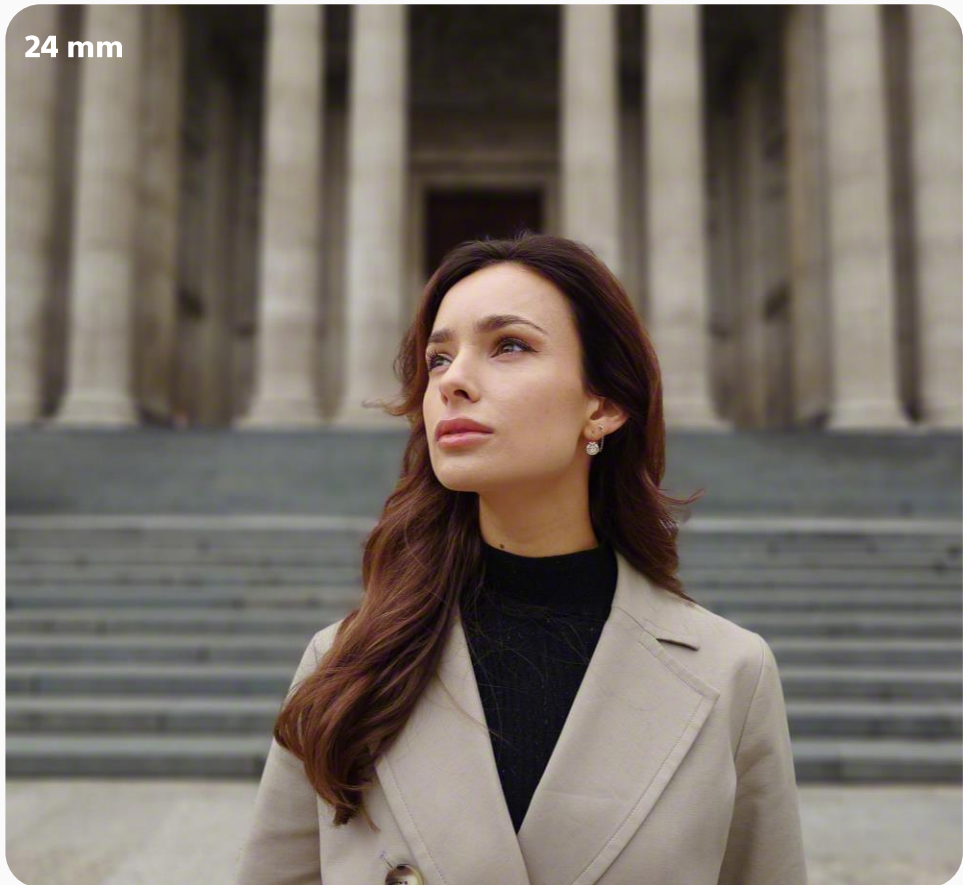
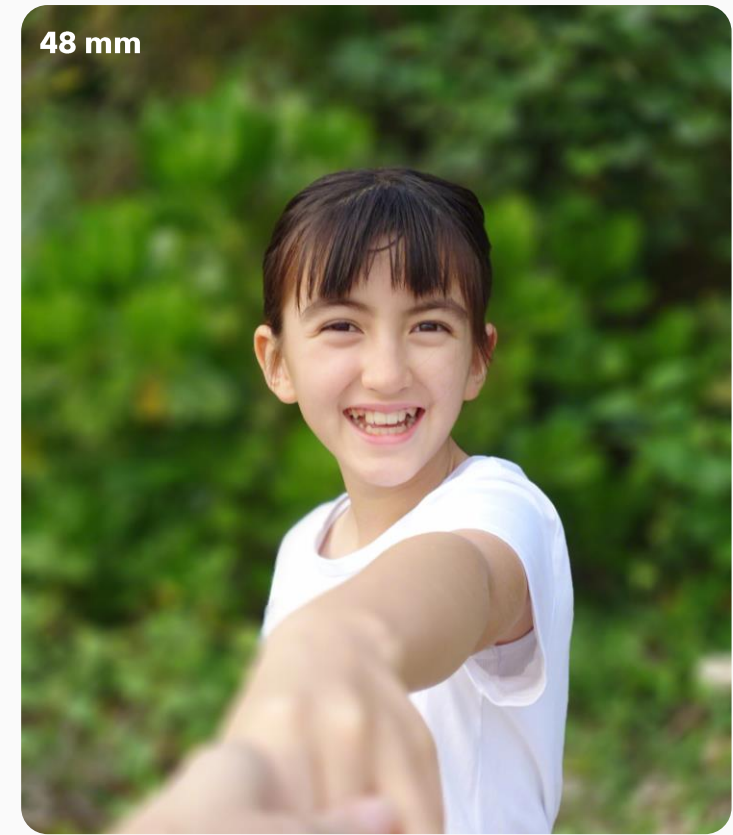
© Ippei & Janine Photography



© Ippei & Janine Photography

Amazing telephoto macro shots Taken with Xperia





All in one new Camera app

Simple and easy to use for all types of creators



Photo Pro



Video Pro



Cinema Pro



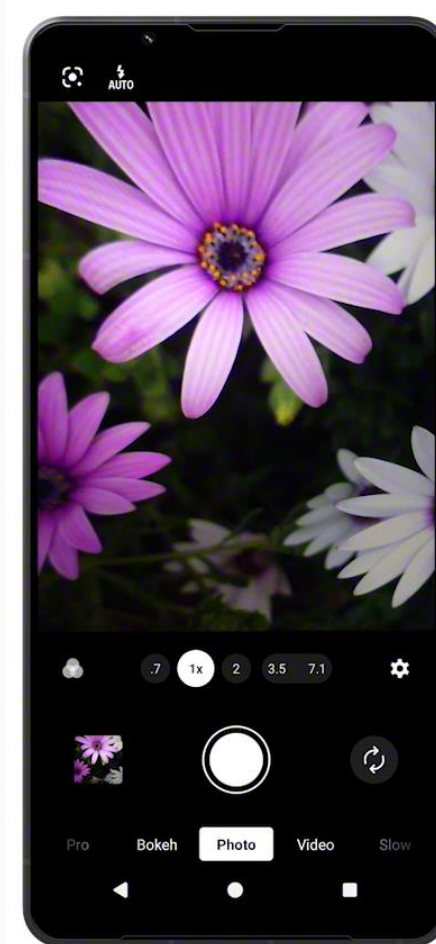
Camera

Pro mode is still available for the creators who want to take full control of the details.



All in one new Camera app

Just swipe to access the modes



Technology from Alpha

α
ALPHA



Sony AI

Performance for ultimate smartphone experience

AI HUMAN EYE RECOGNITION



AI ANIMAL EYE RECOGNITION



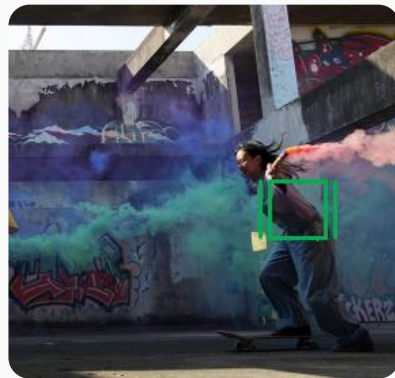
AI MAIN SUBJECT RECOGNITION



AI WHITE BALANCE



AI EXPOSURE



AI DEPTH



Human pose estimation technology
Improves tracking performance

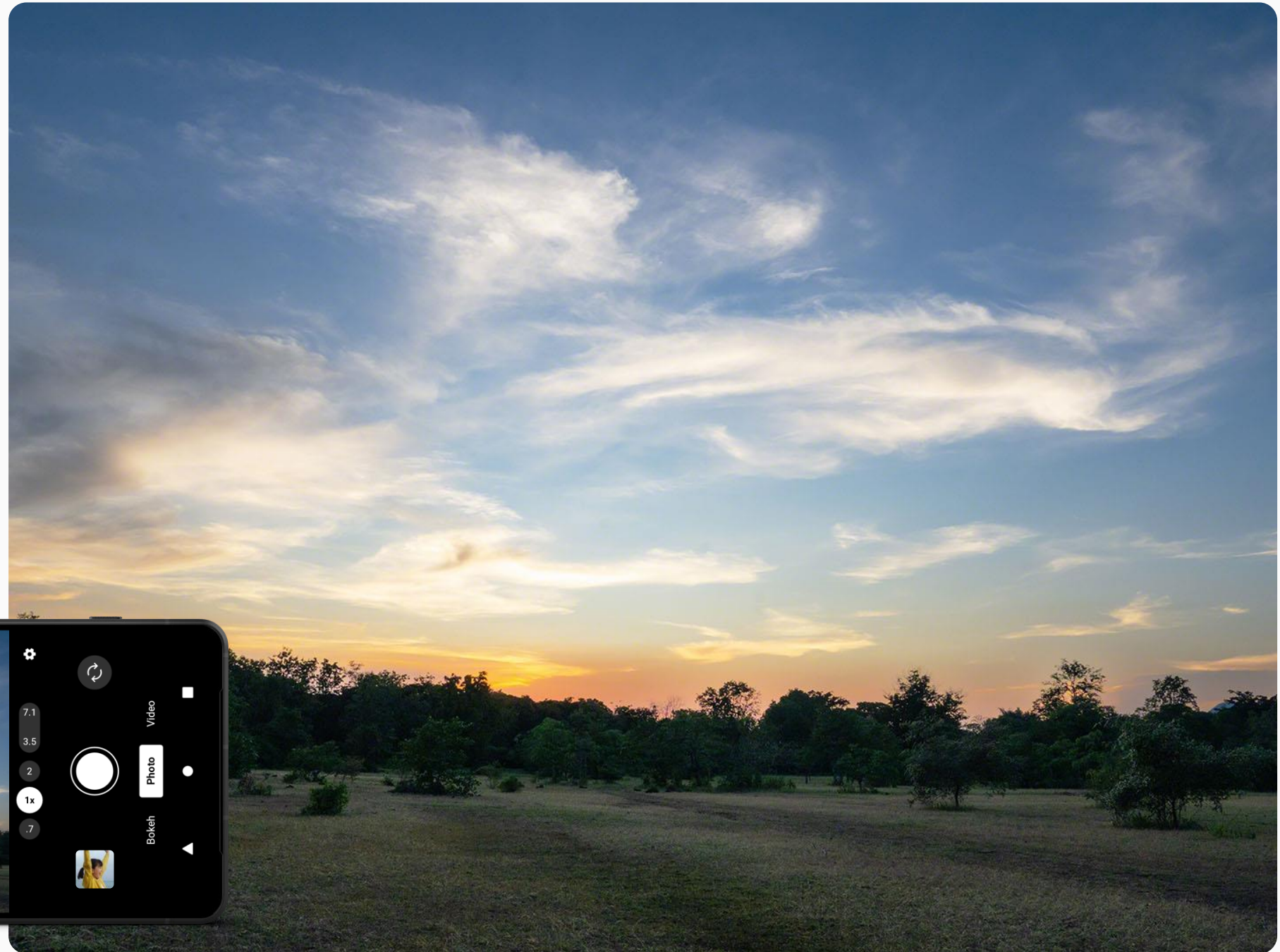
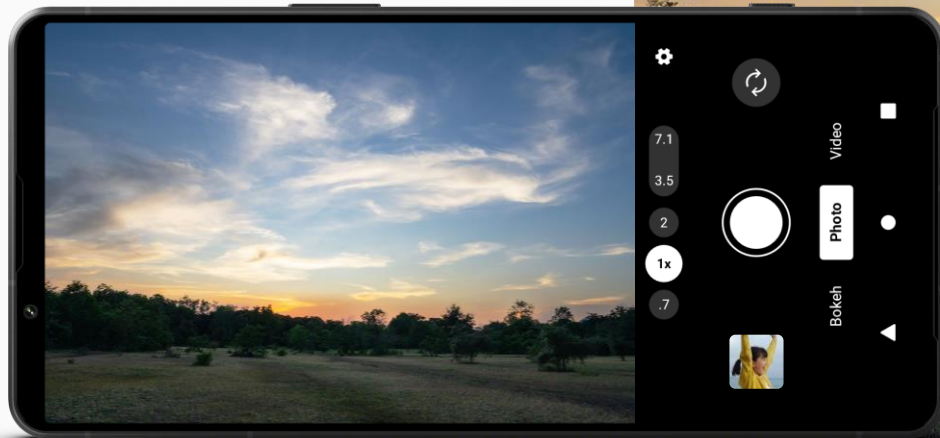
Creative Look

Six preset looks for shooting like the pros



Improved HDR

**What you
see is what
you record**



The perfect smartphone for vloggers

Improved Live streaming & Product Showcase



Let Xperia and Alpha work together for an effortless creative experience

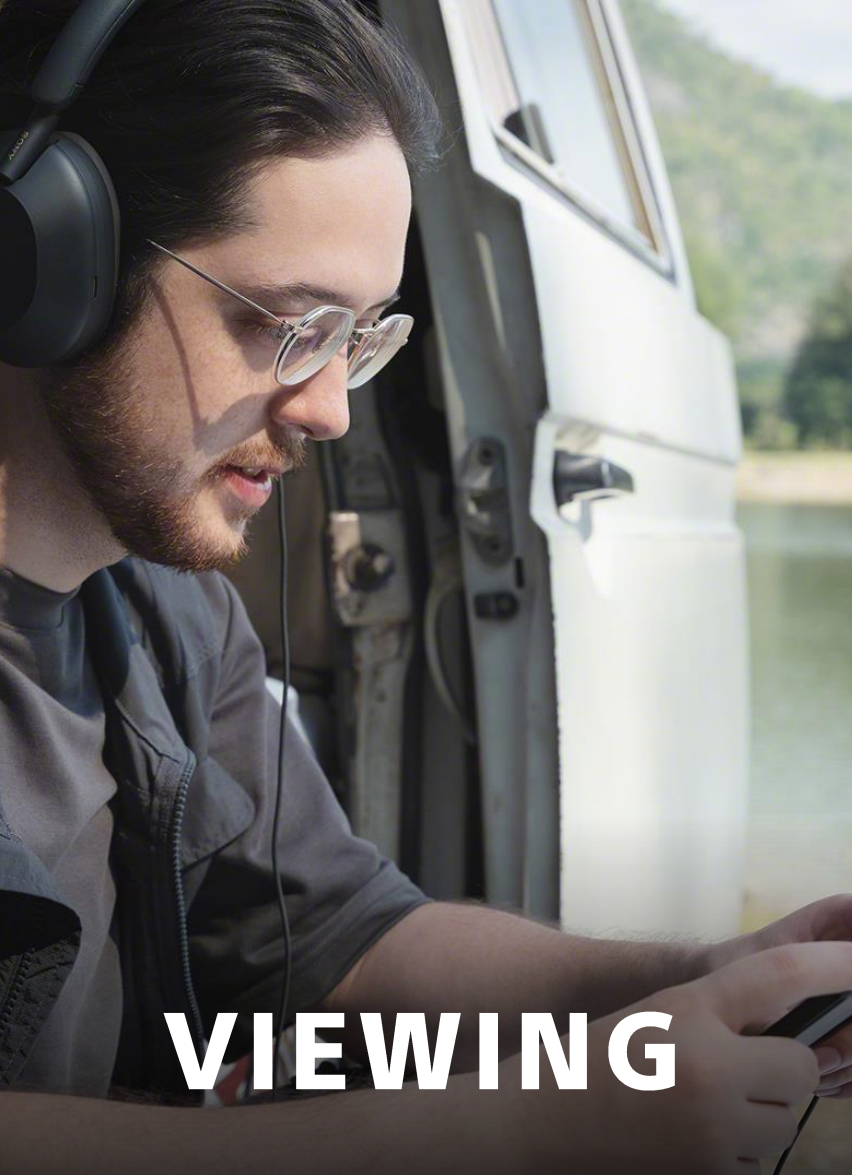


Streaming

Use Xperia as external memory for Alpha



Enhanced external monitor functions



VIEWING



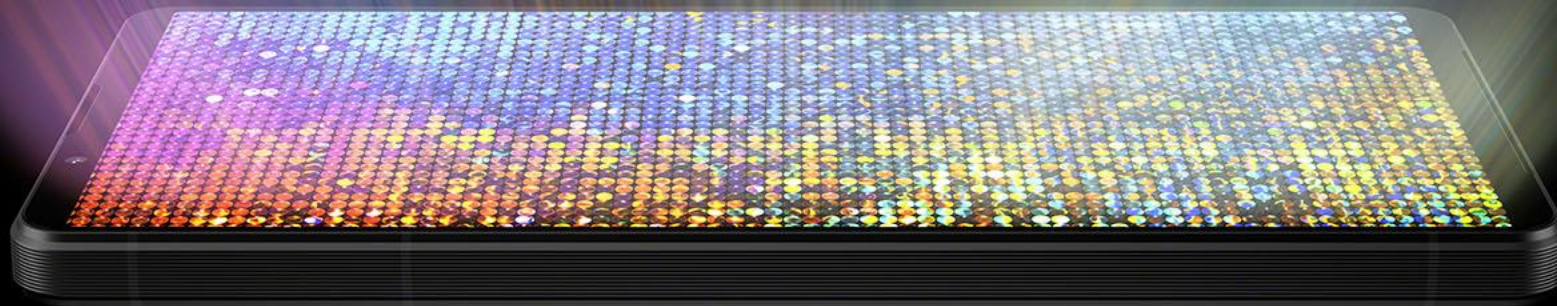
AUDIO



GAMING

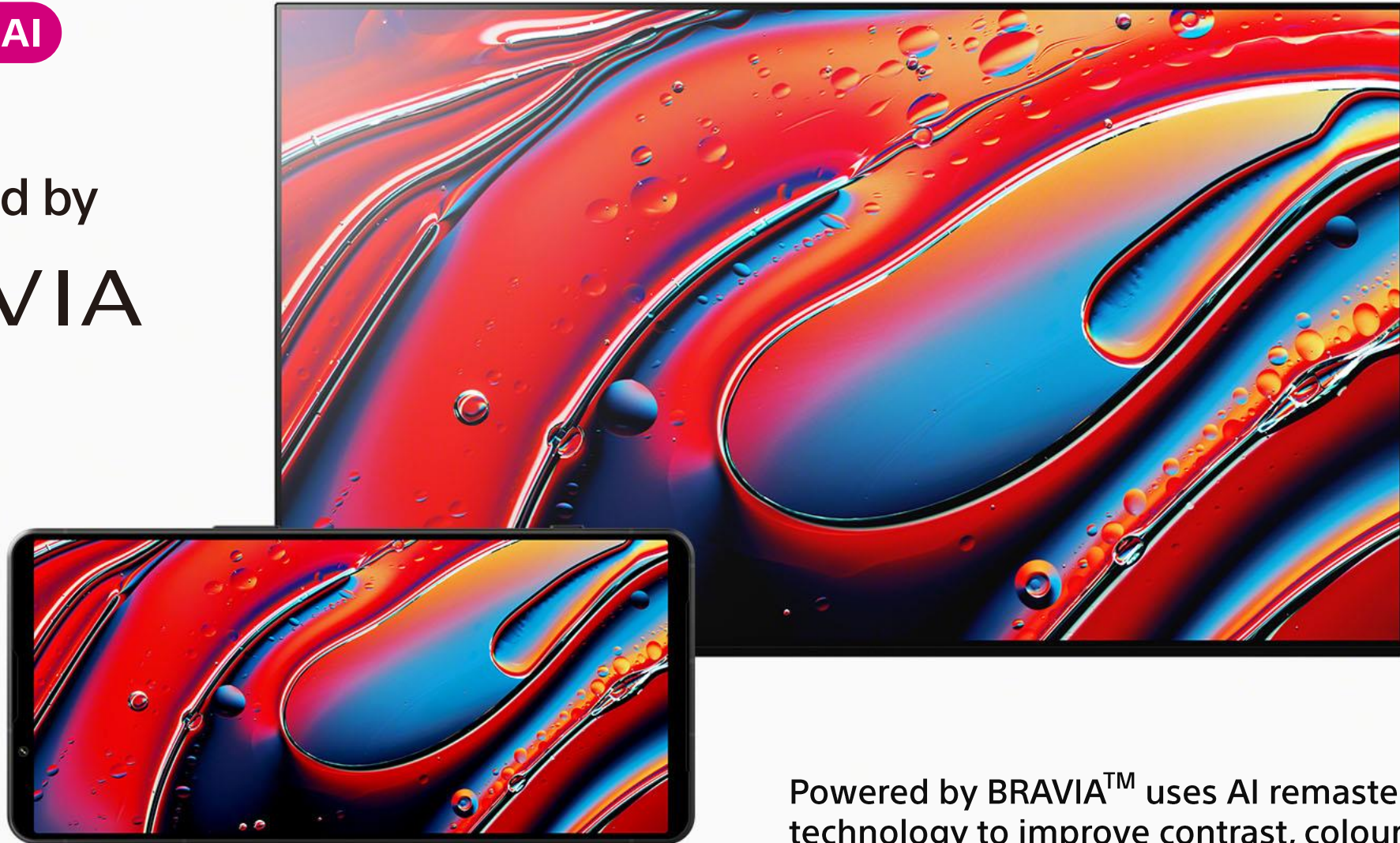
EXPERIENCE

**A new and smarter OLED display
1 Hz to 120 Hz variable refresh rate**



Sony AI

Powered by
BRAVIA



Powered by BRAVIA™ uses AI remastering technology to improve contrast, colour, and clarity.



**A new display
50% brighter than
the previous model**

**Sunlight Vision
boost the visibility**

Delivering exceptional entertainment experience



NEW

19.5:9 aspect ratio
FHD+ resolution

21:9
contents



Social & 16:9
contents

**Quality sound
whether with
wired, wireless,
or the Full-stage
stereo speakers**

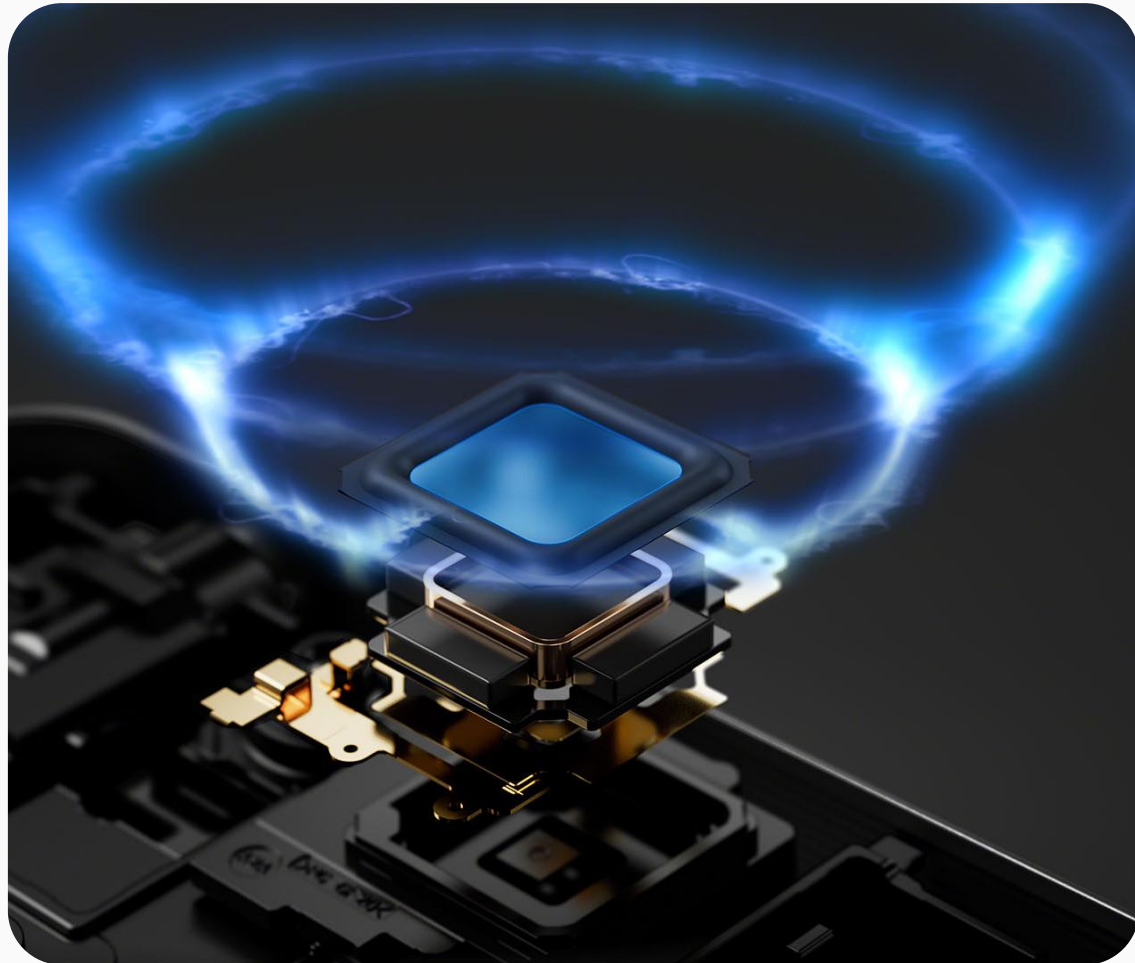


3.5
mm

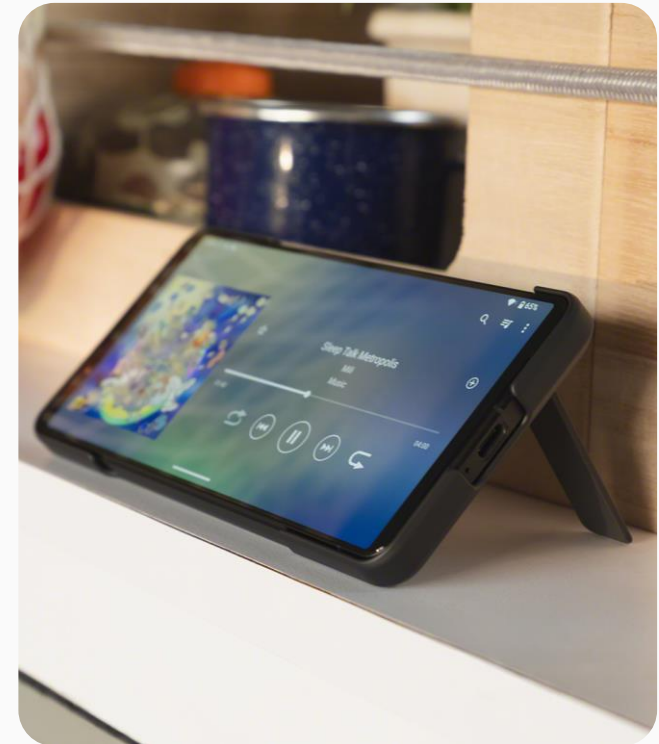
New Premium Audio Circuit
for 3.5mm wired headphones

New Full-stage stereo speakers on Xperia 1 VI

Best Xperia audio quality ever



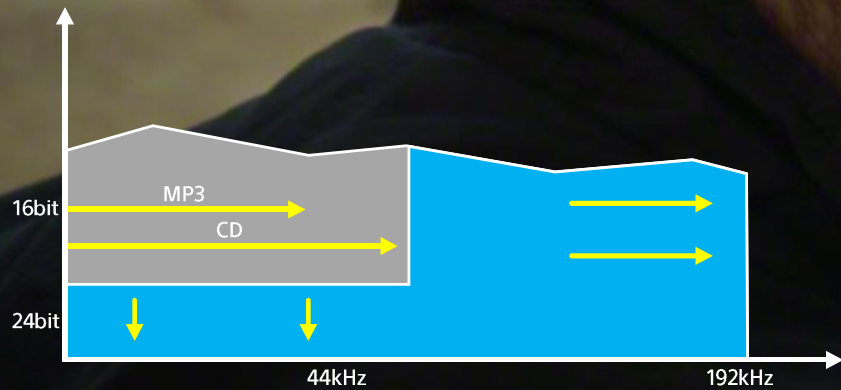
Powerful and impactful audio



Sony AI

Enhance all your digital music with AI

DSEE Ultimate



Audio tuned in collaboration with SME

From 3D sound to high quality sound experience

Enjoy 360 Reality Audio through speakers and headphones

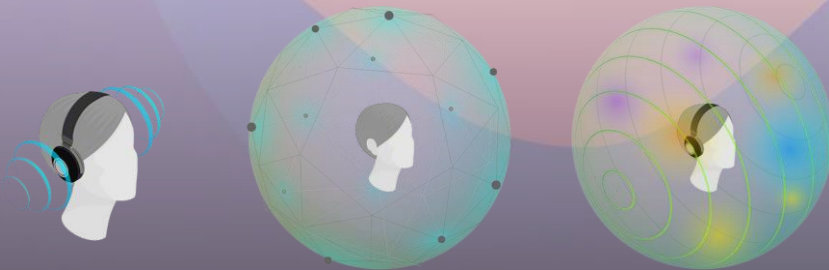


Amazon Music*



Nugs.net

Upmix your favourite stereo tracks into an immersive sound experience, in real time with 360 Upmix



Take all your music close to High-Resolution Audio quality with AI

Sony AI

DSEE Ultimate

Support 3.5mm Audio Jack and Hi-Res Audio



Enjoy the contents with low latency while using wireless headphones

Bluetooth® LE Audio

Audio coding technology for the transmission of High-Resolution Audio



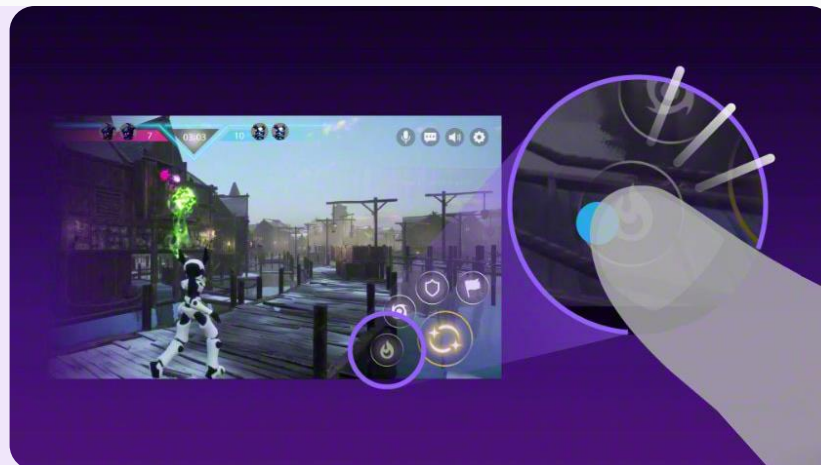
* Amazon only support headphone

Pro performance for all Professionals, streamers & casual gamers

 FPS Optimizer



**Touch adjustment
for precise gaming**



2 days of battery life¹

Best battery performance in Xperia 1 series



2 Days

Up to 36 hours of continuous video playback²

Best battery performance in Xperia 1 series

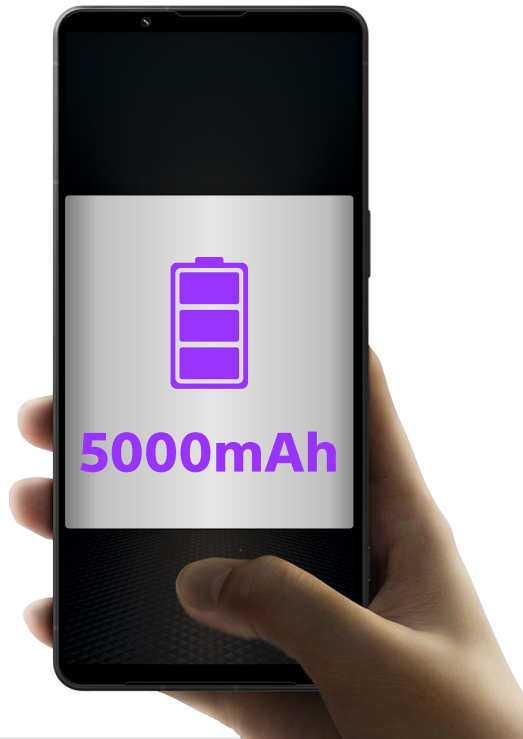


Other smartphone 1
28 hours

Other smartphone 2
24 hours

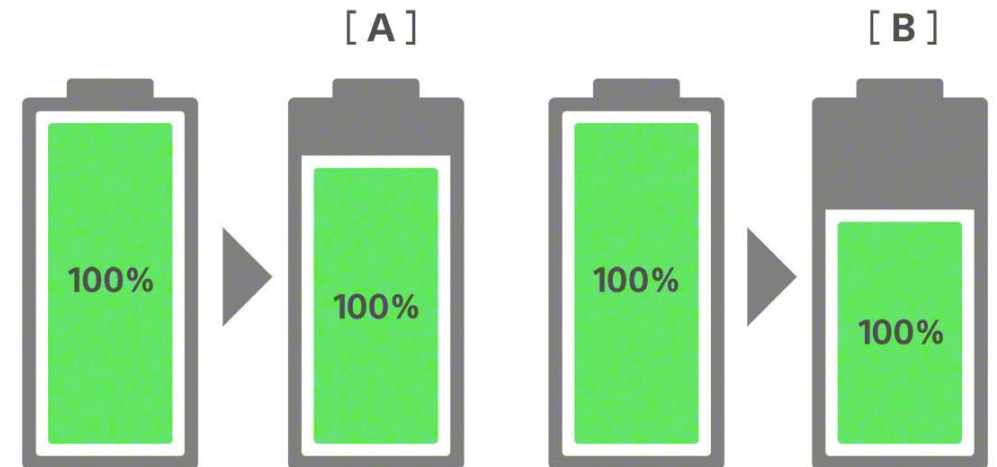
4 years of healthy battery*

- New material
- Higher density battery



Re-tuning

Xperia Adaptive Charging and Battery Care

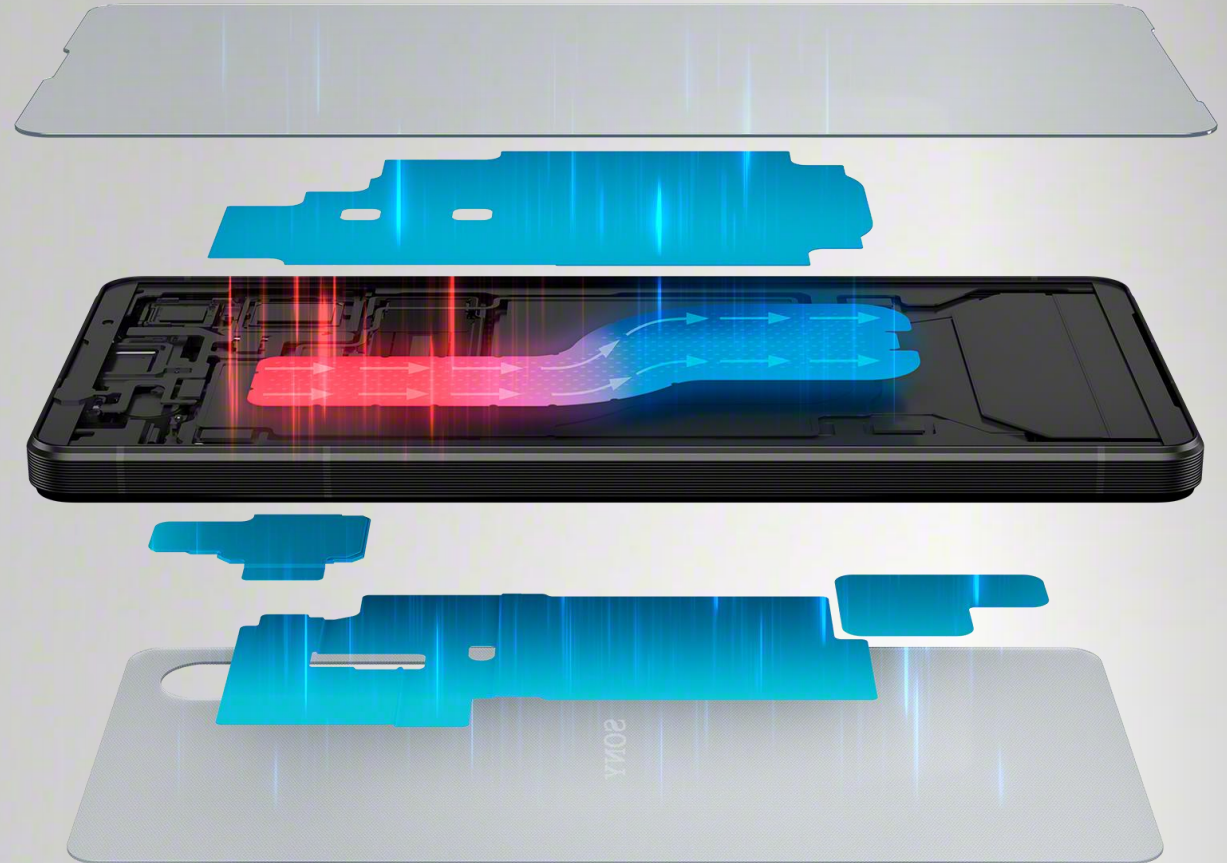


Ensures the battery isn't overworked as it charges.
Your battery will stay in good condition for longer

**First Xperia 1 series
with Vapor chamber**

**More performance,
fewer restrictions**

**Slim and light
8.2mm / 192g**





**Performance to
unleash your creativity**

* Snapdragon is a product of Qualcomm Technologies, Inc. and/or its subsidiaries.
Snapdragon is a trademark or registered trademark of Qualcomm Incorporated.



Functional Tactile design

Designed with a tactile glass back that balances aesthetics and ergonomics, the Xperia 1 VI feels as good to use as it looks.


Sophisticated camera design



Attractive, functional
design, with a dedicated
shutter button



SONY

 IP65/68

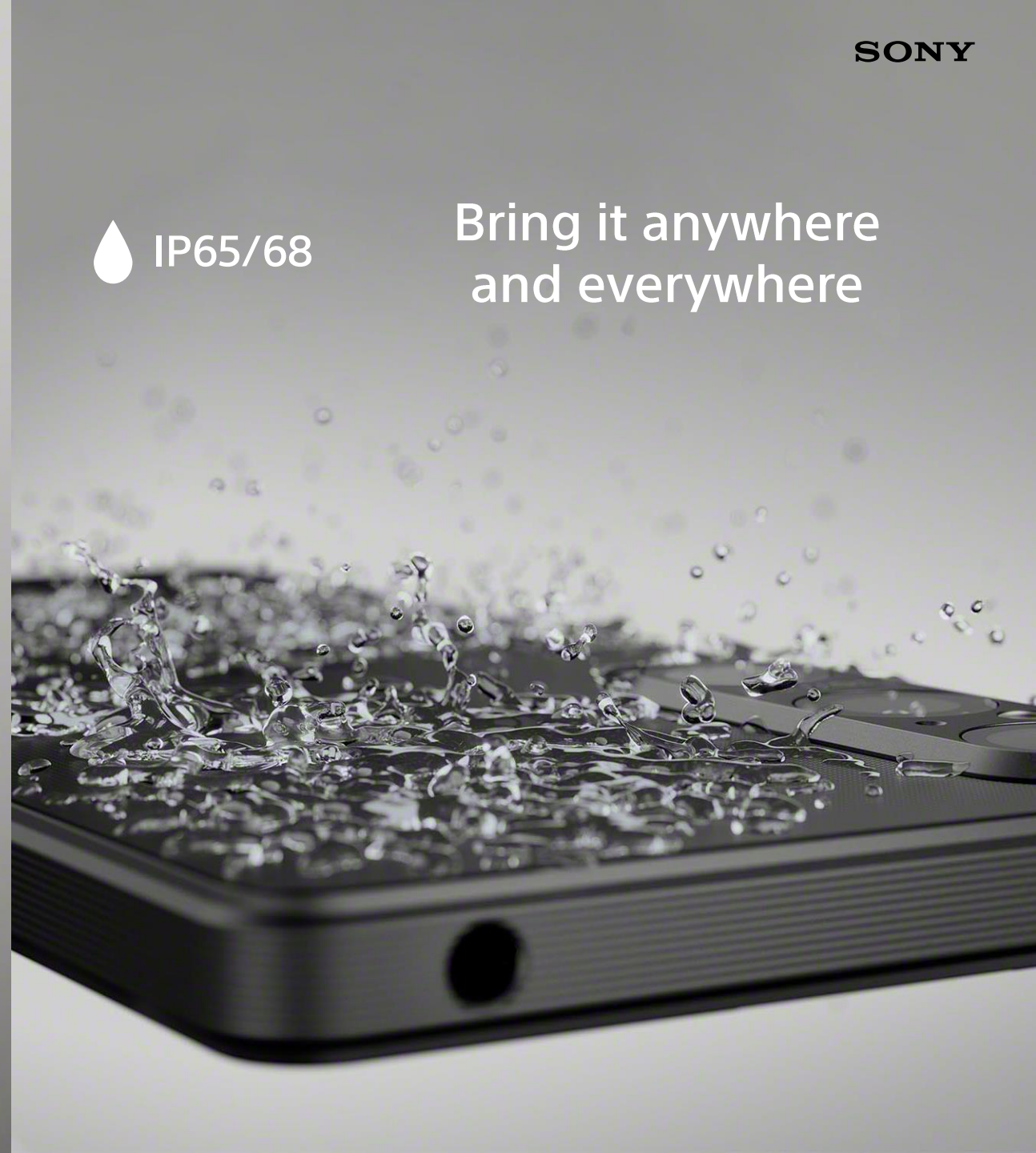
Bring it anywhere
and everywhere

Corning® Gorilla® Glass Victus® 2 (Front)
Corning® Gorilla® Glass Victus® (Back)



CORNING
Gorilla® Glass

Protection from drops
and scratches





Black



Platinum Silver



Khaki Green

Cover that maximizes shooting and entertainment

Coated with anti-bacterial material and made with SORPLAS™



Strap hole / Ring strap

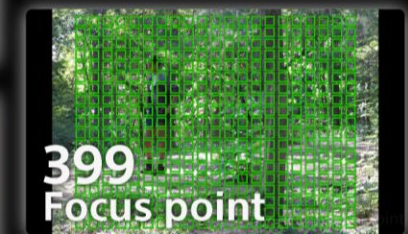
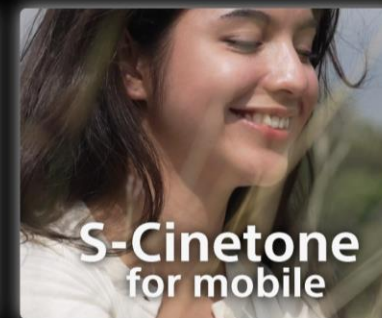
Shapes and textures that are easy to grip when shooting



Horizontal & Vertical Stand



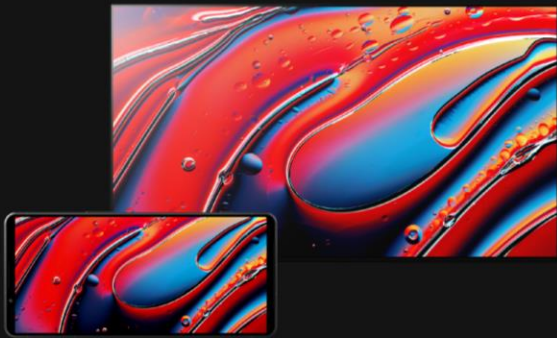
The complete premium smartphone Camera experience



*1 : 35mm full-frame equivalent

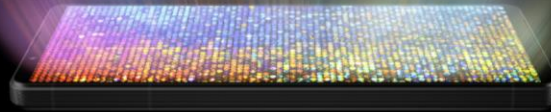
The complete premium smartphone

Audio & Visual experiences



Powered by **BRAVIA**

The brightest
Xperia display ever



New Sunlight Vision

1-120Hz
LTPO
DISPLAY



19.5:9
new
aspect ratio



Full-stage
stereo speakers



New speaker module



3.5 mm
Audio Jack



Hi-Res
AUDIO

Hi-Res
AUDIO
WIRELESS

LDAC



360
REALITY
AUDIO

360 Reality Audio Upmix



Snapdragon
sound

DSEE Ultimate

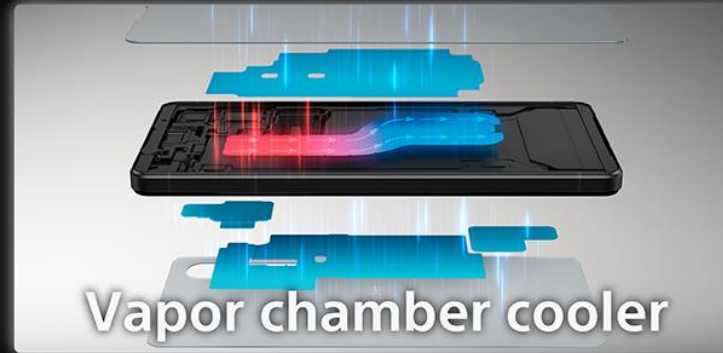
Bluetooth[®]
LE Audio

The complete premium smartphone

Performance experience



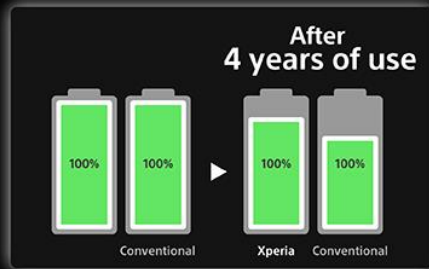
5000mAh
5,000mAh 2 days of battery life
2Days



Vapor chamber cooler



Snapdragon
8 Gen 3



After 4 years of use

100% 100% 100% 100%

Conventional Xperia Conventional



Battery share



Wireless charging



IP65/68²



FPS Optimizer

CPU GPU



240Hz Touch scanning rate



L-y raiser

OFF ON



Game enhancer



Audio Equalizer

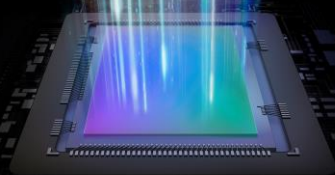


Snapdragon elite gaming

*1 : The results from tests conducted by Sony under the following conditions: daily usage of 360 minutes for Internet browsing, video playback, gaming, and other functions, with 1080 minutes of standby time, based on a median Xperia's user battery usage profile. The actual battery performance may vary depending on your usage and environment.
 *2 : Requires that all ports and covers are firmly closed. Dustproof certified to IEC 60529 IP6X standard, water resistant to IPX5 standard (protected against low pressure jets of water from all practicable directions) and waterproof to IPX8 standard (can be kept under 1.50 meters of freshwater for up to 30 minutes) under controlled testing conditions.
 Do not expose to non-freshwater. Abuse and improper use of device will invalidate warranty.

Pro-level camera, with power.

2-Layer Transistor Pixel



Exmor T
For mobile

ZEISS

16 mm


24 mm

85 mm

170 mm

T*

Optical Zoom



Telephoto macro


AI

- Pose estimation
- Depth
- White Balance
- Exposure

Technology from Alpha | Real-time Eye AF & Tracking

6.5" 19.5:9 FHD+ HDR

LTPO OLED

 Display
refresh rate

Sunlight Vision

Powered by
BRAVIA

High Quality Audio Experience

Hi-Res AUDIO

Hi-Res AUDIO WIRELESS

LDAC

3.5 mm

DSEE Ultimate

DOLBY ATMOS


360 REALITY AUDIO

Next level game play

Game Enhancer

Touch scanning rate

FPS Optimizer



5G

5000 mAh

4
years long life

IP65/68

Performance



Xperia 2024 Lineup



SONY



Powerful battery,
Super lightweight.

XPERIA

10 VI

Powerful battery, super lightweight

Enjoy camera, music, video all day
with ultimate long-lasting battery and super lightweight body

PERFORMANCE



**2 days battery life
in a super
lightweight body**

CAMERA



**Ease to capture,
edit and share
memories**

AUDIO



**Experience richer
sound with Sony's
sound technology**

DISPLAY



**Bright OLED
display for
viewing**

**Lightweight
design**
Only 164 g

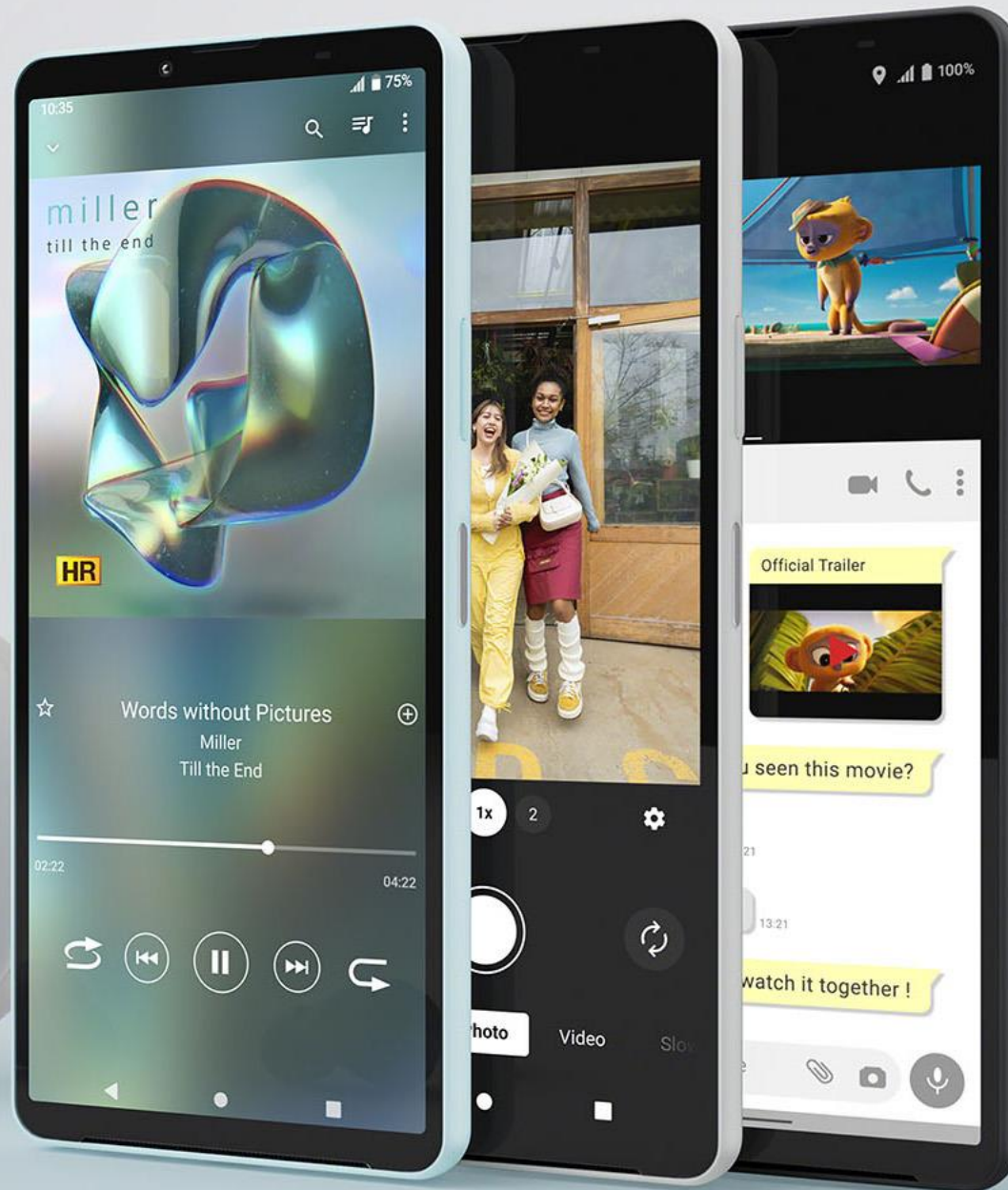


**2-days
battery life***
**More time
to do what
you love.**



* The results from tests conducted by Sony under the following conditions:
daily usage of 360 minutes for internet browsing, video playback, gaming,
and other functions, with 1080 minutes of standby time, based on a median
Xperia user's battery usage profile. The actual battery performance may vary
depending on your usage and environment.

**Entertainment
on the go**
**Premium
camera, audio,
and display
features**



3 focal lengths
Take photos
with increased
variety

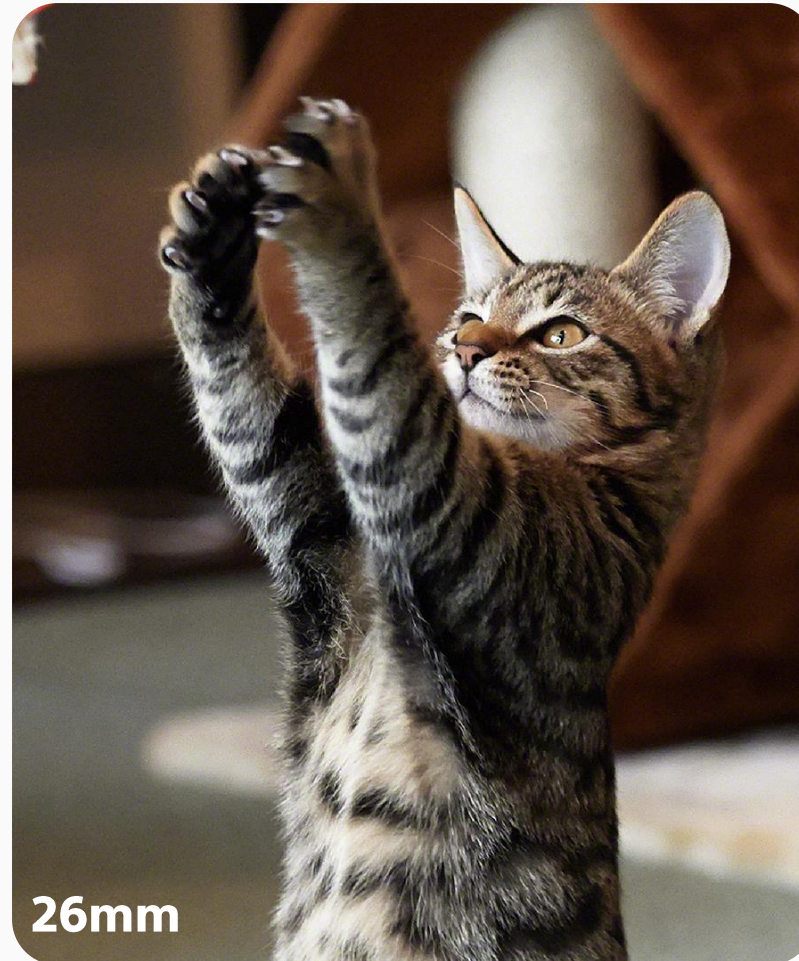
16_{mm}

26/52_{mm}



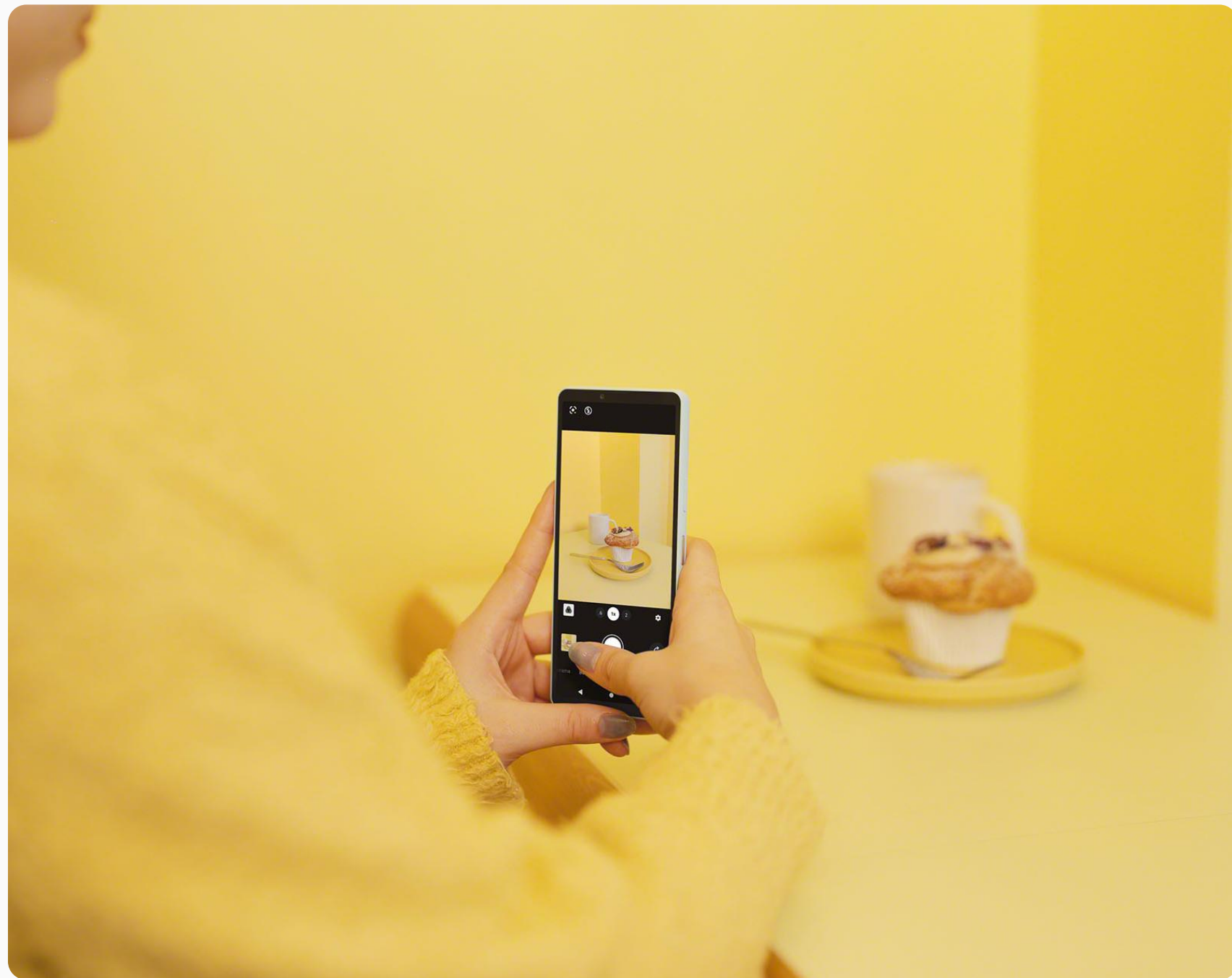
3 focal lengths

Take photos with increased variety

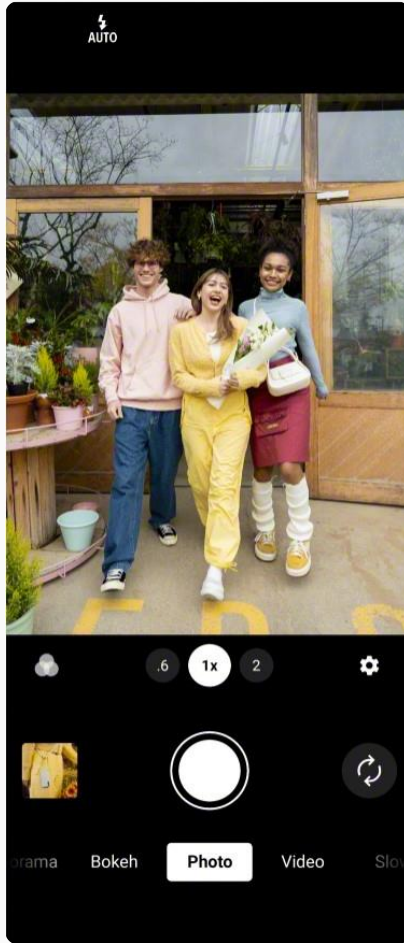


Sony AI

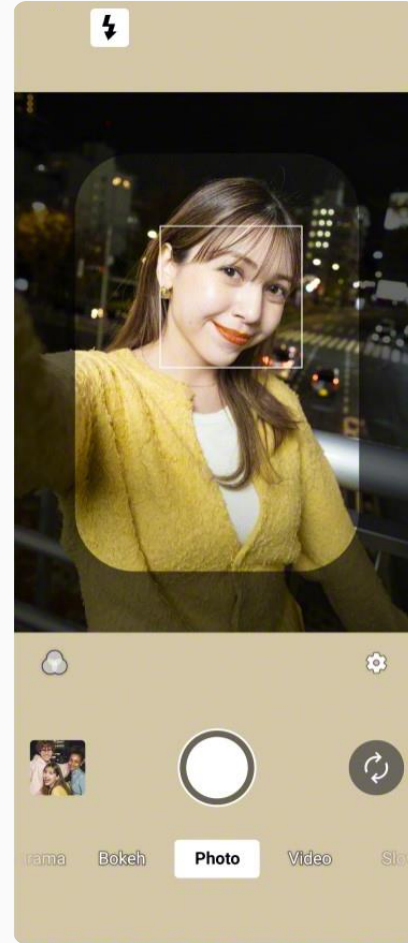
**Shoot with
automatic
settings
by AI**



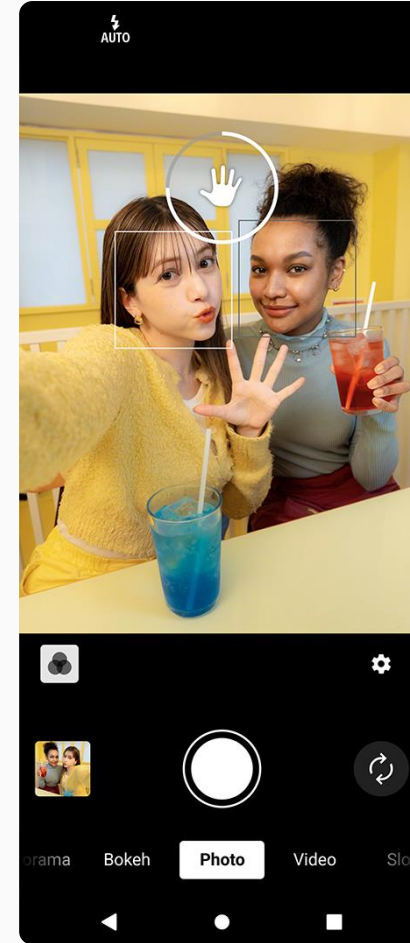
New simple and easy to use camera



Redesigned camera app



Helpful UI for night selfies



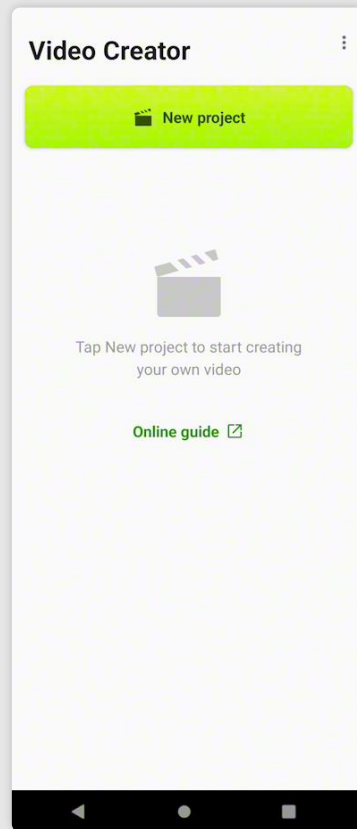
Hands-free selfie

Video creator

One minute to create incredible videos



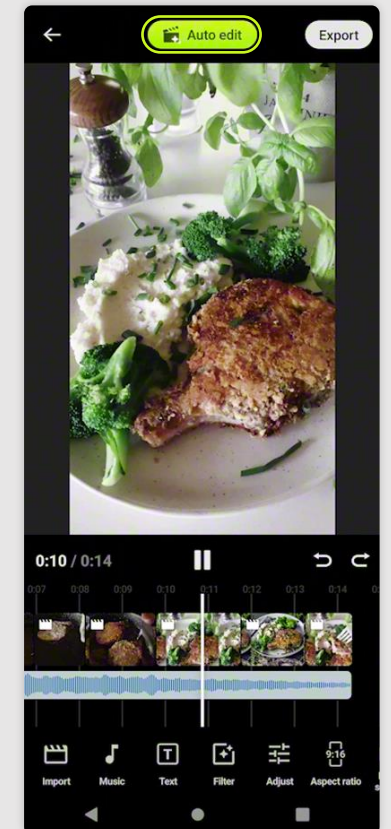
① Create New Project



② Select Video Clips



③ One Tap Auto Edit



← One click easy edit of videos

← One click easy edit of videos

Colour effect
Change
the mood
and express
your creativity



**Use your favourite
headphones, wired
or wireless**



3.5
mm



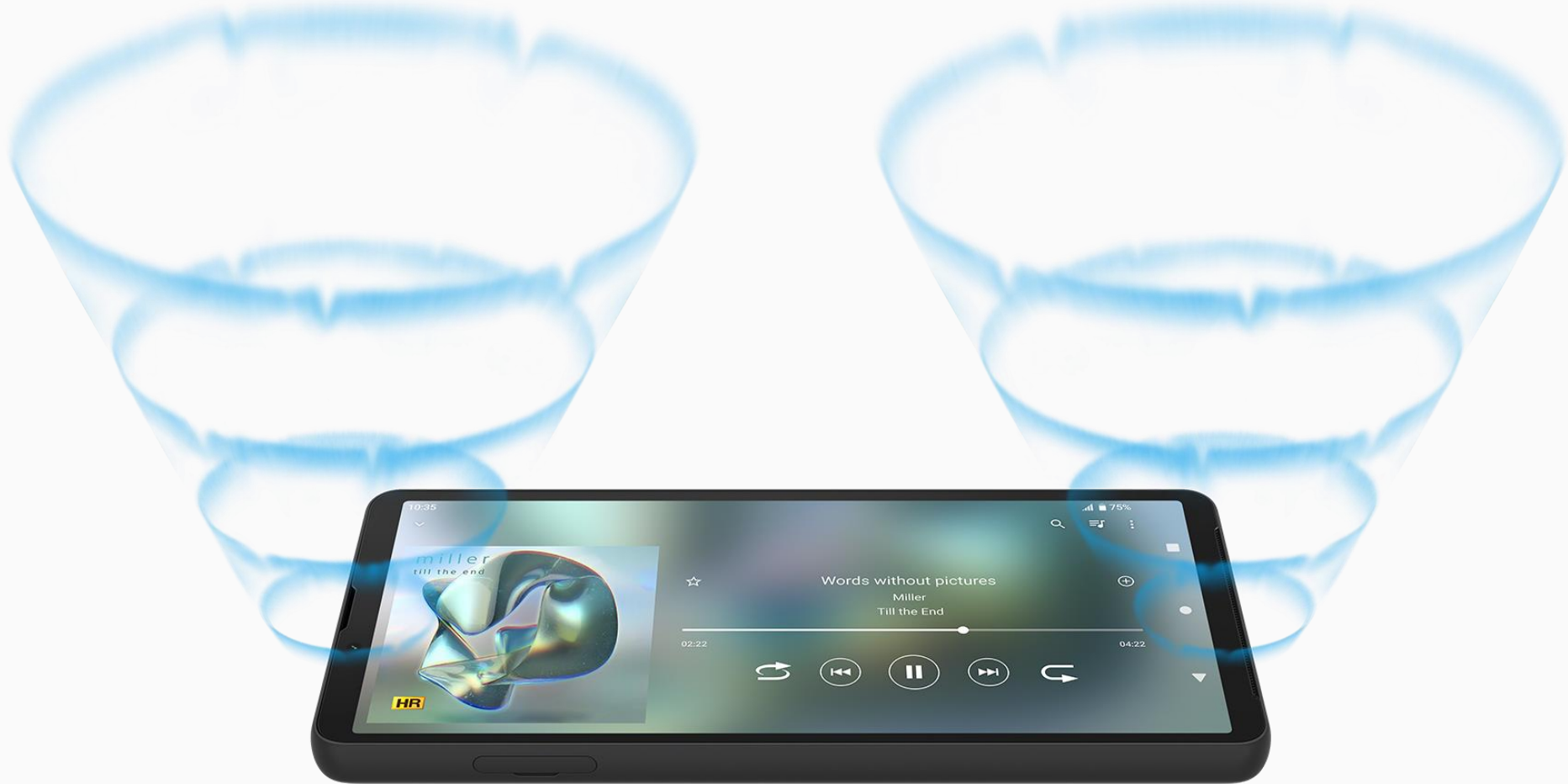
Hi-Res
AUDIO
WIRELESS



Hi-Res
AUDIO

LDAC

Front stereo speakers that are louder and clearer



**Bright display
for better
visibility**



21:9 OLED
Wide



*Display maximum brightness may vary according to settings, usage and contents

SONY



Design

Xperia 10 VI



Unique
translucent
back panel

Beauty &
Comfort


SONY

Water and
dust resistant*
design

Corning® Gorilla®
Glass Victus®



CORNING
Gorilla® Glass

 IP65/68

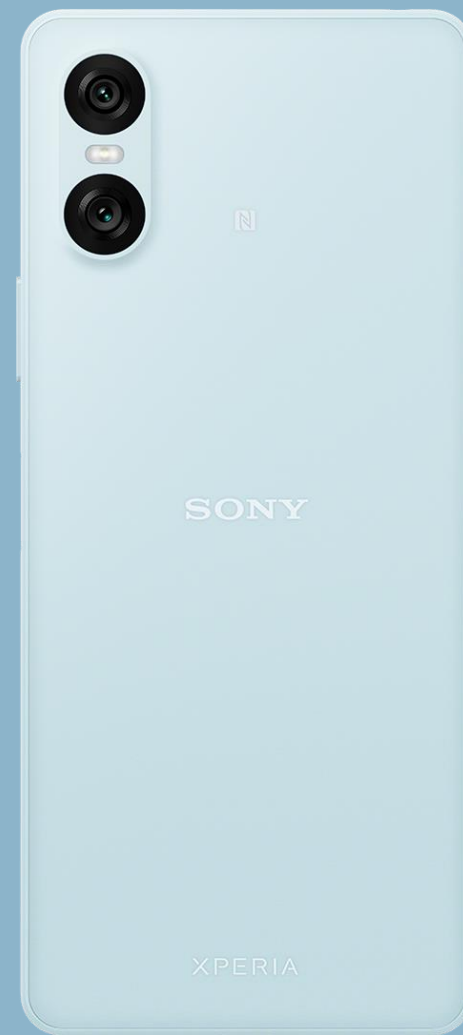
(*1) This device is water resistant and protected against dust. All ports and attached covers should be firmly closed. Do not put the device completely underwater or expose it to seawater, salt water, chlorinated water or liquids such as drinks. Abuse and improper use of device will invalidate warranty. The device has been tested under Ingress Protection rating IP65/68. Sony devices that are tested for their water-resistant abilities are placed gently inside a container filled with tap water and lowered to a depth of 1.5 metres. After 30 minutes in the container, the device is gently taken out and its functions and features are tested. Note this model has a capless USB port to connect and charge. The USB port needs to be completely dry before charging.



Black



White



Blue

Cover that maximizes shooting and entertainment

Coated with anti-bacterial material and made with SORPLAS™



Strap hole / Ring strap



Horizontal & Vertical Stand

Powerful battery, super lightweight

Enjoy camera, music, video all day
with ultimate long-lasting battery and super lightweight body



*1 : The results from tests conducted by Sony under the following conditions: daily usage of 360 minutes for internet browsing, video playback, gaming, and other functions, with 1080 minutes of standby time, based on a median Xperia's user battery usage profile. The actual battery performance may vary depending on your usage and environment.

*2 : Requires that all ports and covers are firmly closed. Dustproof certified to IEC 60529 IP6X standard, water resistant to IPX5 standard (protected against low pressure jets of water from all practicable directions) and waterproof to IPX8 standard (can be kept under 1.50 meters of freshwater for up to 30 minutes) under controlled testing conditions. Do not expose to non-freshwater. Abuse and improper use of device will invalidate warranty.

Powerful battery, Super lightweight.

3 focal length in 2 lenses



16 mm
ultra-wide angle

26 mm
wide angle

52 mm
telephoto

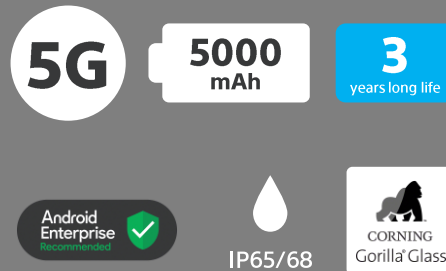
High Quality Audio Experience



21:9 Wide 6.1" OLED



Performance



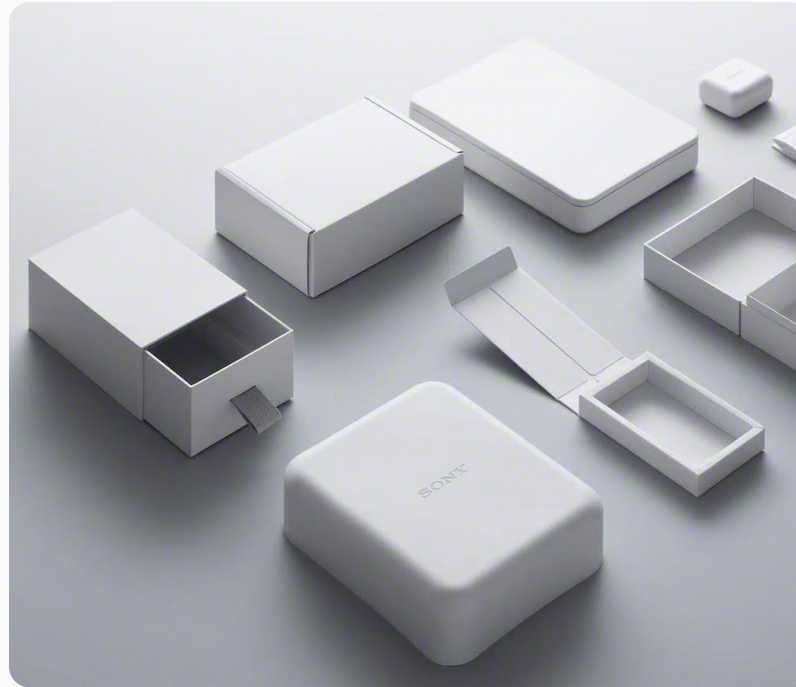
For the Environment and for the Future

All-round consideration for the environment



Original Blended Material

Paper material, developed by Sony with environment in mind that uses plants like bamboo and sugar cane fibers that grow quickly.



Packaging made from 100% paper material

Paper material, developed by Sony with environment in mind that uses our OBM.

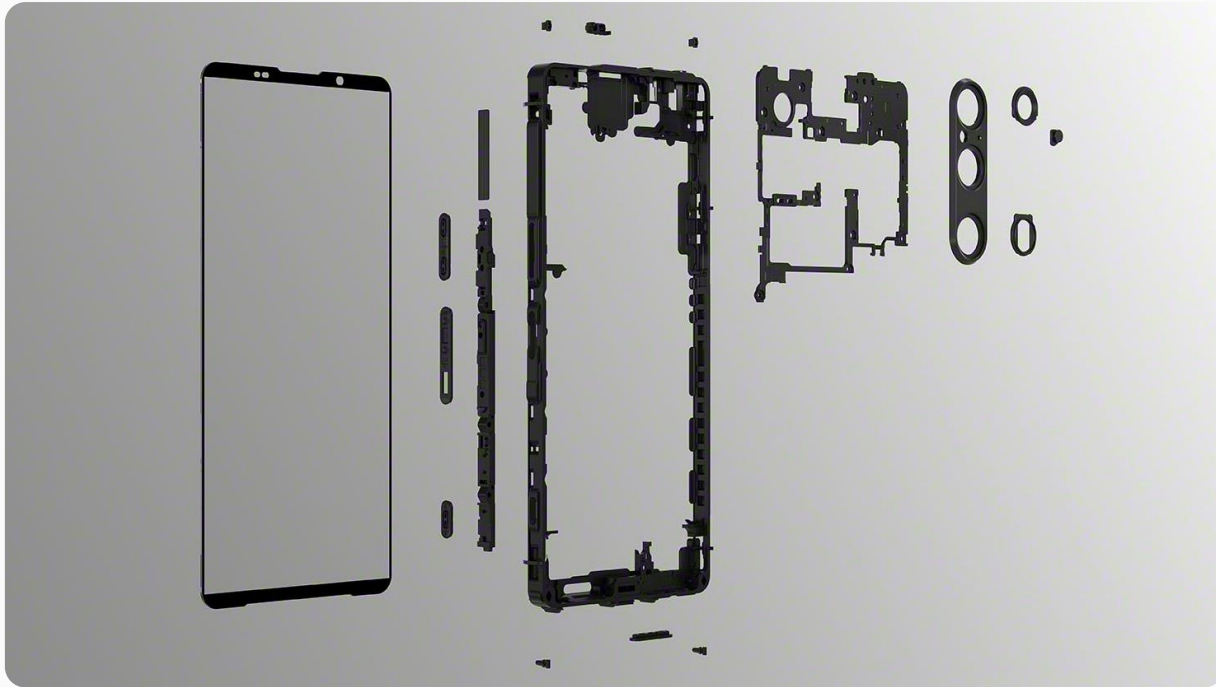


SORPLAS™

A high-performance recycled plastic, made from used water bottles and waste optical discs collected from factories and markets in addition to our original flame-retardant.

Xperia 1 VI initiatives

Towards packaging with the environment in mind



More than 85%* of plastic parts are made from recycled materials**

Assembled with 100% renewable electricity

* Multiplying total Recycled, biomass plastic weight and recycled ratio of the plastic.

** This ratio is per plastic weight, not total weight including electric parts and glass fiber. Materials may change depending on the season.

Xperia 10 VI initiatives

**Uses 50% recycled
and biomass plastic**





XPERIA 1_{VI}

Pro-level camera, with power.



XPERIA 10_{VI}

**Powerful battery,
Super lightweight.**

SONY

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