

PlayNow™ arena with movies brings feature films to mobile phones



Sony Ericsson delivers on its strategy of being the Communication Entertainment brand with the launch of an unique mobile movie service, offering big screen movies combined with amazing small screen quality. London, UK – May 28, 2009 – Sony Ericsson today strengthens its commitment to providing unique entertainment experiences on the mobile handset with the launch of PlayNow™ arena with movies, the latest addition to the PlayNow™ arena content delivery platform. The announcement delivers upon the company's Communication Entertainment strategy which was shared at Mobile World Congress in Barcelona earlier this year. PlayNow™ arena with movies is a bundled movie service from Sony Ericsson, included out-of-the-box for selected handsets, allowing consumers to watch up to 60 movies a year on their mobile phone. Optimised to give consumers the best possible viewing experience, users can choose from a selection of around 15 movies at any one time, with additional titles being added to the catalogue each month. After 'side loading' feature length films onto your phone, you can watch them as often as you like for up to 90 days. Downloaded movies will be automatically formatted to match the performance of your phone. Experience sublime picture quality, soulful sound and images so sharp you'll have no trouble reading subtitles and seeing the small details.

"Consumers are increasingly looking for exciting content and premium entertainment experiences wherever they are. By adding a bundled movie proposition to PlayNow™ arena we continue to remove barriers for consumers to easily access entertainment through their mobile phone" said Martin Blomkvist, Head of Content Acquisition and Management at Sony Ericsson.

PlayNow™ arena with movies - how it works

- Download movies to your computer from www.playnow-arena.com/movies
- Transfer them to your Sony Ericsson phone by 'side loading' them from your computer to your phone using your USB device
- Watch them as often as you like for up to 90 days. The specially formatted movies are not playable on any other device
- Choose from a selection of around 15 movies at any one time, with approximately four additional titles being added to the catalogue each month to replace outgoing content
- A total of up to 60 movies can be downloaded during a twelve month period
- The available movie catalogue will be a country-specific mix of classics and newer titles

PlayNow™ arena with movies will make its debut with the W995 Walkman™, launching in Sweden, Norway, the Netherlands, Germany and the UK from June 2009. Additionally the service will also be made available on upcoming phones such as Satio and Aino which were also announced today.

Sony Ericsson is a top, global industry player with sales of around 97 million phones in 2008. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London.

The screenshot displays the PlayNow Arena website interface. At the top, there is a navigation bar with links for 'Telefoner och tillbehör', 'PlayNow™', 'Support', and 'Community'. Below this is a secondary navigation bar with icons for 'Musik', 'Spel', 'Applikationer', 'Teman', 'Bakgrunder', and 'Ringsignaler'. The main content area is divided into several sections:

- Logga in:** A login form with fields for 'Användarnamn (E-postadress)' and 'Lösenord', a 'Gömt lösenord?' link, and a 'Kom ihåg mig' checkbox. There are 'Logga in' and 'Registrera dig' buttons, and a 'Välj enhet' link.
- Avancerad sökning:** A search bar with 'Alla' and 'Sök' options, and a 'Sök' button. There are also icons for user profile, help, and shopping cart.
- Musik:** A section with 'Senaste' and 'Rekommendationer' tabs. It features a large banner for 'Buy Brain Tester 24-pack and get a free PC/MAC screensaver!' with a 'Spel 40:-' price tag. Below the banner are album covers for 'REAL FOOTBALL 2010' and 'Melody Gardot - Baby I'm A Fool'. A 'Musik 9:-' price tag is also visible.
- Spel:** A section with 'Senaste', 'Rekommendationer', and 'Gratisartiklar' tabs. It displays game covers for 'Sonic Spinoffs' and 'Doggie Dash'.
- Applikationer:** A section with 'Senaste', 'Rekommendationer', and 'Gratisartiklar' tabs. It shows app covers for 'STEPHEN KING JUST' and 'BEST JOBS'.
- TrackID™ toplistor:** A section with the text 'Du behöver aldrig mer fundera över en låt du hör. Läs mer >'.
- Sverige:** A list of 10 songs:
 - Welcome To Jamrock - Damian "Jr. Gong" Marley
 - I Gotta Feeling - Black Eyed Peas
 - Down - Jay Sean f/Lil Wayne
 - Sexy Chick - David Guetta feat. Akon
 - The Things We Owe - Takida
 - 21 Guns - Green Day
 - Out From Under - Britney Spears
 - Knock You Down - Ke\$ha
 - Standing Strong - Sarah Dawn Finer
 - Ayo Technology - Moby
- Nordic:** A section with a dropdown arrow.
- Topplistor:** A section with the text 'Topplistor - upptäck alla de senaste hitlåtarna!' and a 'Musik' dropdown menu.
- Musik Singlar:** A list of 10 singles:
 - Töntarna - Kent
 - Empire State Of Mind (Jay-Z) - Jay-Z
 - The Things We Owe - Takida
 - Happyland - Amanda Jensen
 - I Want To Know What Love Is - Mariah Carey
 - I Gotta Feeling - Black Eyed Peas
 - Hotel Room Service - Pitbull
 - Jag får liksom ingen ordning - Lars Winnerbäck
 - Baby I'm A Fool - Melody Gardot
 - Sexy Bitch (Featuring Akon) - David Guetta - Akon
- Spel, Applikationer, Teman, Bakgrunder, Ringsignaler:** A vertical sidebar on the right with dropdown menus for each category.

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