



PRESS RELEASE

Sony Ericsson and Actimagine release Mobile Cinema, exclusively on the new M600i by Sony Ericsson

Paris- August 2nd 2006 - From August 1st in the 223 Phone House retail stores in France, Sony Ericsson has launched a Mobile Cinema operation for the release of the new multimedia smart phone, the M600i. To watch Final Fantasy© VII Advent Children in its whole length and in DVD-like quality on a mobile: this is what Sony Ericsson offers in exclusivity to anyone buying their new phone. A 512MB micro memory stick, containing the full-length movie in 256MB will be presented in an exclusive offer to each buyer of the new Sony Ericsson M600i.

Thanks to *Mobiclip*™, the optimized video codec patented by the French company Actimagine; in one click, pictures come to life as if you were at the movies. The animation film Final Fantasy© VII is played on Sony Ericsson's M600i, in DVD-like quality, full screen, at 30 frames per second, while limiting power consumption. You just need to insert the memory card into the phone, click on the icon on the screen, and the film starts.

“We want to make *Mobiclip* the reference for mobile cinema in terms of video technology, while offering a unique experience to the consumer: quality of content, quality of picture, ease of use, and a lot less power consumption”, reminds André Pagnac, Chief Executive Officer of Actimagine. “Our collaboration with Sony Ericsson offers to everyone the opportunity to live the unique experience of Mobile Cinema on the new M600i.”

Sony Ericsson's new M600i is a 100% multimedia mobile. Besides a unique design, with an extra large (2''66 and 262 000 colours) touch panel screen, push e-mail functions, a multi functional AZERTY keyboard and an Opera 8.0 navigator, the M600i offers the state-of-the-art in terms of sound and picture. It's an extraordinary piece of technology which may lead every one to re-live, anywhere and at any moment the emotions of the best cinema movies, on their mobile.

Sony Ericsson launched with a great success mobiles destined for specific use such as music, with the Walkman® brand, and pictures with the Cyber-Shot™ brand. Today, it has become possible to watch a video clip, a concert or even a movie with an exceptional quality of sound and picture, thanks to the *Mobiclip* program by Actimagine. Sony Ericsson is launching the Mobile Cinema in partnership with The Phone House stores in France. “This operation is the achievement of our will to offer consumers open platforms which will permit them to open up to progress in multimedia, with the advantages of mobility” declares David Mignot, Marketing Director for Sony Ericsson.

It's in view of this that the M600i is registered: a defined product, with extended capacity for personal or professional messages, as well as a touch panel offering infinite possibilities such as internet access or Mobile Cinema... for anyone who wants their mobile to be more than just a mobile.



About Actimagine

Actimagine pushes the boundaries of video on mobile. Actimagine licenses *Mobiclip*TM, its new patented power-efficient software video codec. *Mobiclip* delivers better video quality while reducing power consumption. Actimagine Corp is registered in Delaware, USA and currently headquartered in Paris, France. The company has overseas branches in Tokyo and Singapore. Customer references include Nintendo Co., Ltd, Sony Pictures Digital, Fisher Price or Sony Ericsson.

www.actimagine.com

About Sony Ericsson

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 approximately 6,000 people worldwide, including R&D sites in Europe, Japan, China and America. For more information on Sony Ericsson, please visit

www.sonyericsson.com

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Press contacts

Sony Ericsson Edelman Agency Frédéric Boullard / Juliette Prigent / Anne Bornert frederic.boullard@edelman.com juliette.prigent@edelman.com anne.bornert@edelman.com Tel. +33 1 56 69 75 00	Actimagine Corp. Mathilde Lorenzi press@actimagine.com Tel. +33 1 53 30 03 65
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