

## **Vodafone and Sony intensify their partnership: exclusive smartphones and colours for all customers**

- **Sony Xperia Z3 sales start before all competitors**
- **Sony Xperia Z3 Compact advance sales have commenced**
- **Sony Xperia M2 Aqua in the new trend colour of copper**
- **Sony Xperia E3: LTE Cat4 basic models from € 169.90**

**Düsseldorf/Berlin, 4 September 2014 – Vodafone and Sony have further intensified their partnership over the last few months. And all Vodafone Germany customers will benefit from this partnership as they'll be able to get several exclusive smartphone models in new trend colours before anyone else in the market.**

One of these is the flagship Xperia Z3 that was only premiered by Sony yesterday. It is available in the three colours of black, white and copper. The smartphone has some impressive features. For example, it has IP65/68 certification as dust and waterproof, boasts a 5.2-inch full HD TRILUMINOS display and plays music in excellent quality thanks to the Digital Sound Enhancement Engine (DSEE HX), which upscales the existing sound source to near high-resolution sound. The 20.7 pixel camera with the Sony Exmor RS Sensor delivers perfect images.

Vodafone will be adding the Sony Xperia Z3 to its range at the end of September – before all its German competitors – at the price of € 659.90. The prices for customers who opt for a Red mobile phone plan start at one euro. Advance sales of the Xperia Z3 have already commenced at [www.vodafone.de/Z3](http://www.vodafone.de/Z3). To make it easier for undecided customers to purchase the high-end smartphone in advance, Vodafone and Sony are throwing in the Sony MDR-10 RBT hi-resolution audio headphones free of charge - for as long as stocks last.

### **Sony Xperia Z3 Compact: high-end in small format**

Customers can also place advance orders for the Sony Xperia Z3 Compact in black and white today at [www.vodafone.de/Z3compact](http://www.vodafone.de/Z3compact). At the end of September, the Xperia Z3 Compact will also be available in all the Vodafone shops. The retail price for this Android phone is €499.99, with prices starting at one euro in conjunction with a Red plan. The Xperia Z3 Compact's aluminium casing is water and dustproof (IP65/68). However, it offers the added convenience of a 4.6 inch full HD TRILUMINOS display. The built-in digital camera with Sony Exmor RS sensor and 20.7 megapixel resolution delivers incredibly detailed photos.

### **Copper is the new black**

Just a few days ago, Vodafone announced the launch of the Sony Xperia M2 Aqua which will only be marketed via its own sales channels. The smartphone will be available from the end of September onwards in the colours of black and white, and it will cost € 229.90 without a contract. Now the trend colour of copper is being added to the range. The Xperia M2 Aqua, which is also waterproof, has a 4.8 inch qHD display and an eight megapixel camera with Exmor RS sensor.

### **LTE Cat4 basic models for well under € 200**

At the end of October, the Sony Xperia E3 will go on sale. This inexpensive low-end model for LTE newcomers has a 1.2 GHz quad core processor and a four GB internal memory which can be extended with a microSD card to 64 GB. LTE Cat4 makes downlink rates of up to 150 mbps possible in the Vodafone high speed network. A five megapixel camera and a 4.5 inch TFT display round off the package. Despite a

# Press Release



comprehensive range of features, this smartphone is highly affordable at a €169.90. Vodafone customers with a Red plan only pay one euro for it.

**Visit Vodafone at the IFA 2014 in Hall 18, Stand 101. All Vodafone press releases, photos, videos and audio material are published at [vodafone.de/presse](http://vodafone.de/presse).**

## **Press contact**

Thorsten Georg Höpken  
Consumer Press Spokesperson  
+49 (0) 211 533-5597  
+49 (0) 211 533-5500  
[thorsten.hoepken@vodafone.com](mailto:thorsten.hoepken@vodafone.com)

## **Further information**

[blog.vodafone.de](http://blog.vodafone.de)  
[twitter.com/vodafone\\_medien](https://twitter.com/vodafone_medien)  
[vodafone.de/presse](http://vodafone.de/presse)

## **Vodafone Germany**

is one of the largest and most modern telecommunication services providers in Europe. It realises turnover of more than 9.8 billion euros (together with Kabel Deutschland) and has 10,500 employees. Based in Düsseldorf, Vodafone Germany is a one-stop innovative and integrated technology and service provider with a portfolio including mobile communications, fixed network telephony, internet and broadband data services for business and private customers. Continuous development, numerous patents and investments in new products, services and the modern network have made Vodafone an innovation leader in the German telecommunications market. Vodafone is committed to CSR. The German Vodafone Foundation is a socio-political think tank that initiates and supports numerous projects in the fields of education, integration and social mobility. The company is part of the Vodafone Group. Visit the website at [www.vodafone-deutschland.de](http://www.vodafone-deutschland.de) for further information.