Sony opens a world of creative possibilities with new smartphones featuring real-time 3D application

Sony Thai Co., Ltd. is enhancing consumer communication possibilities with the world's first smartphones featuring a real-time and user-friendly 3D application. The newest flagship smartphone leverages Sony's legacy of developing forward-thinking camera innovations, together with its history of craftsmanship to offer an immersive entertainment experience packaged in a timeless design. Sony proudly introduces the latest smartphone Xperia™ XZ1 and Xperia™ XZ1 Compact, both of which come with the unique 3D Creator application which provides 3D scanning technology for the first time in the Thai market together with Xperia™ XA1 Plus, an upgraded mid-range smartphone that offers a high-end camera experience for an accessible price.

Satoshi Mekata, General Manager for Mobile Sales Division, Sony Thai Co., Ltd. says, "With our flagship range, and indeed throughout the Xperia portfolio, we aim to push the envelope of creating the best smartphone camera experience by combining and adapting Sony's digital expertise with unique applications for smartphones".

Xperia™ XZ1
Drawing inspiration from Sony's most inventive products developed over the decades such as the Cyber-shot™, α™, BRAVIA™, VAIO®, Handycam®, and Walkman®, the Xperia™ XZ1 presents the very best of Sony technology in a single device. It showcases Sony's core expertise in camera technology and image sensing, with a combination of four inventive new camera focussed features – the 3D Creator, Autofocus Burst, Super Slow Motion Video, and new Smile Predictive Capture from the Motion-Eye™ camera. Together with support from a 5.2" Full HD HDR display, High-Resolution Audio and a unibody design (Loop Surface), the Xperia™ XZ1's innovative appeals lies in its ability to marry the best of Sony's hardware and software into a single unit.

"We have brought the best of Sony technology together in a single device that fits the way people live today – instinctively turning to the phone in their hand to share moments in life that matter with the people who matter to them. This is especially true in a fast-changing, creative and smartphone-centric region like Asia", said Satoshi Mekata.

"That's why the introduction of the Xperia™ XZ1 in Thailand is so meaningful. It promises to deliver the experiences people are seeking and helps them share those experiences with others. The 3D Creator, for example, opens a world of possibilities across gaming, AR, VR and more. We are tapping into the power of our technology portfolio to help create the future of communication, and that is very exciting."

The 3D Creator leverages Sony's innovation success with its Motion Eye™ camera built using know-how from Sony's 'α' and Cyber-shot™ camera ranges. Motion Eye's™ state-of-the-art technology in its memory stacked sensor, image processing engine (BIONZ® for mobile) and redesigned Sony G Lens power the 3D creator to produce super-fast scanning in three simple steps, calibration, scanning and texturing.

High quality 3D scans of objects can be rendered in just a minute using four scan modes; head scan, face scan, food scan and freeform scan. Each mode has its own custom guides for ease of use. Scanned objects can then be shared on messenger apps using 3D stickers or uploaded to 3D communities such as Sketchfab. Users can also bring scans to life by using them as avatars on the camera's AR effects options, third party apps or as live wallpapers.

Scans can even be printed on a 3D printer and converted into memorable keepsakes. The 3D Creator app also sports a 'Find More' option that provides access to a growing 3D ecosystem via Google Play.

Sony audio expertise also lets users immerse themselves in the truly authentic sound of High-Resolution Audio with Xperia™ XZ1, enabling enjoyment of every nuance and detail in a track as if right there with the artist. Thanks to Sony's DSEE HX users can also enjoy more music in near High-Resolution with its upscaling capability. Enjoy music and movies with or without headphones using the evolved stereo speakers with S-Force Front Surround, bringing 50% more sound pressure than previous Xperia models. XZ1's built-in Digital Noise Cancelling (DNC) technology reduces exterior noise by up to 98% when paired with DNC headphones for undisturbed listening in all situations.

Xperia ™ XZ1 runs Android ™ 8.0 version the latest Oreo ™ all-in-one with the Qualcomm® Snapdragon ™ 835 Mobile Platform. This Mobile Platform is engineered to support stunning graphics, smooth performance and enhanced battery efficiency. It is perfect for smooth, responsive gameplay of top PlayStation®4 games using PS4 Remote Play; the unit offers a unique design and exceptional durability with Corning® Gorilla® 5 glass and IP65 / 68-grade dust proof housing. New shades include Moonlit Blue, Venus Pink, Warm Silver, and Black.

Xperia™ XZ1 Compact
Sony Mobile today also launches its Xperia™ XZ1 Compact. Taking the compact smartphone category to a new level, it packs a punch with the latest Sony innovations including Motion Eye™ camera with Super Slow Motion video, 3D Creator, a super wide-angle front camera and a premium audio experience all in a convenient, hand-fit form with 4.6" display.

There is an industry-leading super wide-angle front camera with a 120° Field of View (FoV) to give selfies that fit more into the picture, perfect for groups and beautiful scenery. Even in low light, the display flash will keep selfies bright.

Xperia ™ XZ1 Compact runs on Android ™ 8.0 Oreo. Android ™ 8.0 Oreo delivers fast and smooth operation with the powerful processor Qualcomm Snapdragon ™ 835 Mobile Platform with the feature "Smart Cleaner" to keep it running smoothly all the time. The device also extends battery life with Qnovo Adaptive Charging to constantly check the integrity of the battery. It comes in 2 beautiful colours: Black and Horizon Blue

Accessories
• Style Cover Touch in corresponding colours for Xperia™ XZ1 and Style Cover Stand in corresponding colours for both Xperia™ XZ1 and Xperia™ XZ1 Compact.
• Quick Charger UCH12W providing hours of battery time by plugging in for just a few minutes.
• The new SBH24 Stereo Bluetooth® Headset, which allows users to enjoy music and talk wirelessly, and STH32 Stereo Headset will both be available in perfectly matched colours to both smartphones.

Availability
Xperia™ XZ1 and Xperia™ XZ1 Compact are available globally from September 2017. Both will ship with Android™ 8.0 Oreo featuring IP65/IP68 for water resistance with Corning® Gorilla® Glass 5

and the powerful processor Qualcomm Snapdragon ™ 835 Mobile Platform.

Xperia™ XA1 Plus
Sony Thai Co., Ltd. also exceeds the entertainment expectations of a new generation with the launch of Xperia™ XA1 Plus, the latest upgrade and top model in the XA line-up. XA1 Plus brings high-end camera specifications with an Exmor RS ™ sensor 23MP and 8 MP front cameras which can be activated quickly in 0.6 seconds for autofocus, a Full HD display (5.5") with narrow borders and clear and crisp audio performance for the premium mid-market.

Xperia™ XA1 Plus features a fingerprint sensor for unique security personalisation. Its case design, oozing Sony craftsmanship with diamond cut-like edges on the top and bottom, plus material finishing that creates a premium look, is a treasure to hold in the hand. Xperia™ XA1 Plus is available in Gold, Blue, Pink and Black, so users can choose the perfect colour that fits their style.

Official available dates
• Xperia™ XZ1 will be available in September with the price of 22,990 THB (Xperia™ XZ1 to be sold in Thailand Mobile Expo for the first time during 28 September to 1 October 2017 at Queen Sirikit National Convention Center with special promotion: "FREE Sony Bluetooth® Headset SBH56 with the price of 2,990 THB")
• Xperia™ XZ1 Compact will be available in October
• Xperia™ XA1 Plus will be available in October

All models will be available in local operators, Sony Store and general retailers in Thailand. For more information, please contact Sony Customer Contact Center at Tel. 0-2715-6100 or visit www.sony.co.th