

Sony Xperia XA2 Ultra officially launches first time in Thailand at “Thailand Mobile Expo 2018” with more exclusive promotions on smartphones and gadgets



Sony Thai Co., Ltd. joins Thailand Mobile Expo 2018, the biggest mobile event in Thailand. Sony invites IT and tech fans to visit the Sony booths located at the main entrance of the Plenary Hall and also inside the hall at Queen Sirikit National Convention Center, from 15th – 18th February 2018. Sony's highlight latest product is the Xperia XA2 Ultra, the ultimate “Dual Selfie” camera smartphone, super wide-angle dual front cameras and runs on Qualcomm® Snapdragon™ 630 Mobile Platform. Xperia XA2 Ultra will officially begin sales during this event at the price of 13,990 THB. This price includes FREE Water-Resistant Headset, Xperia bag and TPU guard film. Customers who purchase any Sony smartphone will receive complimentary HOOQ membership for 3 months free, as well as a complimentary special gift and 0% instalment offer at the expo.

Don't miss the last chance for Xperia XZ Premium “Rosso”, a very Limited Edition smartphone with the last 100 units available in Thailand. Xperia XZ Premium Limited Edition features a 4K HDR display and is packed with the latest version of Android 8.0 Oreo. Standout features include the Motion Eye™ camera with Super Slow Motion records video at 960 frames per second, 3D Creator, Autofocus Burst and Predictive Capture. The handset is available at the special price of 23,990 THB, and includes FREE Stereo Bluetooth Headset SBH56 (valued at 2,990 THB) and Xperia bag valued at 1,500 THB.

Sony also offers a special discount 1,500 THB for Xperia L2 (available at only 7,490 THB). The super mid-range handset features 8MP 120° super wide-angle Exmor R™ selfie camera, with 3,300 mAh battery to provide strong and reliable sustained power and use.

At the expo, the visitors will also enjoy a selection of Sony's audio Biggest Sale promotion and complimentary including:

- For music fans, when purchase Hires - Audio product will get special discount up to 6,000 Baht and extra gift such as wireless headphones MDR-100ABN with the price 6,990 THB from 12,990 THB. and Sony's premium jacket
- Headphones MDR-100AAP discount up to 50% only 2,990 THB with Headphones case
- The Golden Prize promotion with a special discount of up to 6,000 THB for Wireless Noise Cancelling Headphones - MDR-1000x at the price 9,990 THB
- Party Gadget! Waterproof Bluetooth speaker with LED SRS-XB30 special price 4,790 THB and SRS-XB40 special price 6,490 THB
- Special price 4,590 THB for sports lovers with waterproof Sports Walkman NW-WS623 with Bluetooth and NFC, specifically designed for swimming and extremes sport Free! Sony's Towel

Further, visitors will meet other great deals, exclusive only at the Sony booth with special gift such

as waterproof bags, Sony premium bags, headphones and other IT products.

For more information, please contact Sony Customer Contact Center at Tel. +66 (0) 2715-6100. For updates and activities, please visit the Sony website at www.sony.co.th and XPERIA lounge application on Google play.