

7 January 2008

By: Cosmin Vasile, Communications News Editor



CES 2008: Fresh Goods for Fashionistas - Sony Ericsson Z555 Clamshell

Stylish design, but low technical features

Sony Ericsson recently revealed the Z555, an elegant clamshell phone which combines a rich feature set with striking good looks. It's a perfect match of the latest feature set with an innovative diamond design, intended to make one big style statement. Together with the Z555, Sony Ericsson also announced a series of stylish new accessories including a Design Collection of four leather bags, all offering unique and creative carrying solutions, as well as three new sleek **Bluetooth** Headsets, HBH-PV708, HBH-PV770 and HBH-PV712. With a unique diamond reflective finish on the front and sophisticated details, Sony Ericsson's Z555 clamshell truly reflects users personality. Obviously, a fashion phone is available in more than one color, thus users will be able to choose between Diamond Black and Dusted Rose. In terms of technology, Z555 incorporates Sony Ericsson's handy Gesture Control, which lets users easily mute the phone or snooze its alarm without having to interrupt what they're doing. When a call comes in, a simple movement of the hand back and forth over the phone mutes the ringtone. Similarly, you can sweep your hand over the phone when using it as your alarm clock to put it into 'snooze' mode. Furthermore, **Sony Ericsson** Z555 changes its look to fit the current season. The colours and designs that appear within the phone's themes, effectively the look of the menu system and home screen, can update automatically as the year goes by. Linked to the phone's calendar, the Z555 knows when it's time for spring, summer, fall or winter look. Its measures (95 x 49 x 16.5 mm) and weight (95 grams including battery) don't impresses at all, but rather seem 'standard' for a clamshell. Anyway, fashionistas that will grab the phone will be able to listen their favorite music or artists simply tuning in to **FM Radio**. The Z555's 1.3 Megapixel low module camera with 4x digital zoom ensures that users will be able to take some snapshots, but don't look for quality here. Anyway, with only 12MB internal memory and no memory stick (M2) included in the sales package, you'll have little space for storage unless you buy yourself a memory card. The Z555i tri-band (**EDGE**/GSM/GPRS 900/1800/1900) network compatible clamshell will be available in selected markets from Q1 2008. Also, the Design Collection will be available in selected markets starting this month.