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[CES 2008: Low-end Sony Ericsson W350 Flip Phone Announced](#)

For those with low budgets

[Sony Ericsson](#) just announced the launch of the W350, a low-end Walkman phone that targets those SE fans with low budget. This seems to be the first Sony Ericsson flip phone that allows users to control music with only a touch of their fingertips. This latest addition to the Walkman phone family can be used with the new [Bluetooth](#) Headset HBH-DS205, also announced recently, for the ultimate hands-free music experience. [Sony Ericsson](#) W350 Walkman phone measures only 43 x 104 x 11 mm and weighs around 80 grams (battery included). Its sleekness is just enough to fit comfortably with no bulges into a pocket or purse. Its unique flip covers the keypad for a minimalist look. Available in trendy colors including Electric Black with orange accents, Ice blue, Hypnotic black, Graphic white, the phone is a classy yet modern statement that is never out of place whether at a music gig or a football match. The W350's Walkman player can easily be accessed and operated even without opening its flip cover. With Walkman on Top, key MP3 functions including Play, Pause and Scroll are outside the phone's flip cover so you can use it just like you would a standalone [MP3](#) player. The W350 makes it straightforward to transfer music onto your phone. Whether your favorite tracks are on a CD or on your computer, all you need to do with the phone's intuitive Media Manager software is drag your tracks from your computer onto your phone via a [USB](#) cable. Besides 14 MB of internal memory, W350 handset comes with 512 MB memory stick (M2) included in the sales package, so you'll be able to store up to 470 tracks or 40 entire albums. Furthermore, the flip phone features the usual TrackID service, which identifies any song that you hear either on a bus in traffic or to the radio. The phone provides you with the name of that song, the artist, and even the album so that you can download it and enjoy it. The tri-band (GSM 900/1800/1900) network compatible phone will be available in selected markets starting from Q2 2008, but its price hasn't been disclosed yet.