

11 February 2008

By: Cosmin Vasile, Communications News Editor



[MWC 2008: Sony Ericsson W980 - The Latest Walkman Phone Announced](#)

Seems to be the best of its series

[Sony Ericsson](#) just revealed the W980, the latest Walkman phone series that promises to get the most out of the music experience. Announced at the Mobile World Congress in Barcelona, Sony Ericsson's W980 Walkman phone keeps the same line as its predecessors and has been designed to satisfy even the most pretentious multimedia needs. The W980 Walkman phone features clear stereo sound, which enables the music to sound like the original recording. Clear bass delivers distortion free sound even at higher volumes. These features combine with the premium headphones, the Stereo Portable [Handsfree](#) HPM-77, to deliver an incredible clear audio experience and music that sounds as true as possible to the original recording. The [W980](#) Walkman phone has a built-in FM transmitter, which allows users to send whatever is playing on the phone to other devices with a built-in FM radio receiver. This gives users the ability to share their music with all those around them, whether through a friend's hi-fi or their car stereo. W980 embeds 8GB internal memory, which lets users store up to 8000 songs. The latest Walkman phone provides a choice of eight equaliser presets, each of which contains a distinct profile that is suitable to a range of music. The Walkman on Top feature on the W980 gives users the full functionality of a Walkman player without even having to open their phone. The entire [Walkman](#) player that would normally be displayed on the inside of the clamshell is also replicated on the outside of the phone, so navigation through music library is effortless. Furthermore, the W980 Walkman phone comes with the new Stereo Portable Handsfree HPM-77. The HPM-77 also allows users to take their calls handsfree, and its sleek design and in-ear wearing-style mean that it's both comfortable and reduces background noise to the bare minimum. Other features of the phone include HSDPA data transfer speeds, Shake control technology, [Bluetooth](#) 2.0 with A2DP support and a 3.15 Megapixel camera. The UMTS/HSDPA 2100 GSM/GPRS 850/900/1800/1900 compatible network phone should be available in selected markets from Q3 2008. Also, the Stereo Portable Handsfree HPM-77 will be available from June 2008.