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## [Rogers Wireless Introduces the Sony Ericsson W810i Walkman Phone in Canada](#)

*The phone is bundled with a 1 GB memory card*

Rogers Wireless introduced the Sony Ericsson W810i Walkman phone in Canada. Exclusive to Rogers Wireless, the W810i is the first handset on the Canadian market to be offered with a 1 GB [memory](#) card. "As Canada's leading wireless carrier, Rogers Wireless continues to offer the latest innovations today's youth want in mobile music technology," says John Boynton, Senior Vice President and Chief Marketing Officer, Rogers Wireless. "By offering high-volume music storage with a compact mobile phone design, the days of having to rely on multiple devices for your [mobile](#) needs are over." "Sony Ericsson's Walkman phones are redefining how consumers listen to and enjoy music," says Magnus Ahlqvist, General Manager for Sony Ericsson Canada. "With more than five million Walkman phones sold around the world, consumers have embraced the concept of the mobile phone as a credible digital [music](#) player." The 1 GB Sony Ericsson W810i Walkman phone makes it easy to load, store and play up to 280 songs (up to 30 CDs), supporting standard [MP3](#) and AAC music file formats. The handset comes equipped with built-in music player, USB cable, easy-to-use software for transferring music to the MP3 phone, a two megapixel [camera](#), stereo headset and 30 hours of battery time for music playback (up to 18 hours for music playback with phone use). A dedicated Walkman button provides instant access to favorite songs and playlists and lets one operate the handset like any other MP3 player on the market. Available exclusively through Rogers Wireless in Canada, the W810i has a suggested retail price of \$199.99 with a three-year contract.