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By:

[Rumors on the new Sony-Ericsson models](#)

K740i and K750i

Sony Ericsson's sales are going great, since two or maybe even three models are announced for the immediate future. Moreover, quite recently an increase in the production level for the K740i model has been announced, seeing that the demand for this model is still high. However, statistics do not confirm the optimism displayed by Sony Ericsson's leaders, the company's situation for the past 5 months not being a particularly exceptional one, which is why the manufacturer is putting the pedal of K750i's production to the metal. The Japanese-Swedish company is currently occupying the 5'th place in the cell phones manufacturer's top, and is aiming for a position in top 3 by the end of the year. There were also rumors regarding at least two new Sony Ericsson models, belonging to the mid-range segment, presumably called Ellen and respectively Zoe. The first model (which may receive the final description of S600, S750 or S800) is announced to resemble S700 at least at the level of screen dimensions and case, but some functions will also be ported on the Ellen model. The phone won't have a slot for memory cards, but what's most important in the case of this model is its design, and Ellen's cases will be changeable, with the user being able to pick his favorite out of a pretty colorful collection. The model will be turned on by rotating its top part, a controversial system also in the case of the S700 model, but hopes are high that a reduction in dimensions will bring about an easier use. The 262,000 colors screen has a width of 1.8 inch and a resolution of 176 x 220 pixels. The 32 MB internal memory should be enough to store some pictures taken with the 1.3 megapixels camera, which includes a CMOS sensor, and not a CCD one as in the case of S700. The second phone, Zoe (or Z400) represents the successor of Z500, practically unknown to the users. The technological possibilities are not a matter of concern, so it has only a 65,000 colors screen, with a VGA camera also included in the models K700, K500 and K300. The internal memory is reduced to merely 12MB, and this model's connectivity options are PushToTalk and EDGE, at least as currently foreseen.