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[Sony Ericsson Introduces the Z310](#)

The mirror-finish clamshell phone color-codes your contacts

[Sony Ericsson](#) introduced Z310, another clamshell design phone with a seamless, semi-transparent finish, very similar in design to their [Z610](#), but somewhat smaller and lighter. The reflective exterior surface allows icons to be displayed, icons that serve as a signal every time an event takes place. The Z310 also features light effects that can be assigned to contacts, making it easier for the user to realize exactly who is calling. Meant to be a stylish every day phone, it has some pretty basic features, including a VGA camera, MP3 ringtone support, speakerphone and Bluetooth for connectivity. It is equipped with a 65k color STN internal screen with a resolution of 128 x 160 and a 96 x 64 pixel monochrome external display, carefully hidden under the 'hood'. "This stylish clamshell phone is one you won't want to live without. Not only does it boast good looks and a vibrant color, it also provides must-have features for this type of everyday phone: VGA camera, MP3 Music Ringtones & Bluetooth® connectivity," says Steve Walker, Head of Product Marketing at Sony Ericsson. "The fresh look is also complimented by some innovative design features, normally only seen on more advanced phones." Z310 will clearly be appreciated for its design and versatility, but will probably not be very interesting for users who would like to find more than calling and texting capabilities in a mobile phone. The Z310 will come in three colors, JetSet Black, Lush Pink and Brush Bronze and can best be described as a low-end fashion phone.