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[Sony Ericsson R300 and R306 Handsets - It's All About the RADIO](#)

True sound and some high-end features for these mid-level handsets

[Sony Ericsson](#) recently announced the launch of two new mobile phones, the R300 Radio and R306 Radio, both designed to deliver a credible radio-listening experience to a global audience, and ideally suited to emerging markets such as India. Both handsets feature a true radio design, dedicated radio speakers and preset channel buttons, loud sound, 3D sound enhancement and volume boost for noisy environments, AM/FM Frequencies so you can tune-in to your favorite station. Preset buttons on the front of both the R300 [Radio](#) and R306 Radio let you switch easily between your favorite stations. It takes just one click to boost the volume when you want to share music on the radio. TrackID is now a familiar feature on many of [Sony Ericsson](#)'s high-end phones. It now comes as standard on both the R300 Radio and R306 Radio, turning listeners into instant music experts. They can record a clip of a song from an external source, such as a sound system in a coffee shop or bar, and find out within seconds who sang it, the name of the track and which album it is from. With the R300 [Radio](#) you can listen-in via the stereo headphones provided or 'play it loud' thanks to the high performance speaker integrated into the phone. Switch on 3D sound enhancement or volume boost with the dedicated Audio Enhancer key on the phone. The R306 Radio opens into a clamshell with two integrated stereo speakers that face the listener. Again featuring the Audio Enhancer key, you can activate volume boost when listening to the radio through the speakers, or 3D sound enhancement when you have the stereo headset plugged in, ensuring a first-class radio listening experience even when it is noisy around you. Both phones feature Bluetooth technology, allowing you to handle your phone calls handsfree with optional accessories such as a [Bluetooth Headset](#). The R300 Radio offers a built-in VGA camera and the R306 Radio boasts a step-up to a 1.3 megapixel camera on-board. The R300 Radio will launch in two colors: Antique Copper and Steel Black. It is a GSM/GPRS 900/1800/1900 phone that will be available in selected markets from Q2 2008. The R306 Radio will also launch in two colors: Coffee Black and Champagne White. It is a GSM/[GPRS](#) 900/1800/1900 phone that will be available in selected markets from Q3 2008. No prices have been disclosed yet for either of the devices.