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Sony Ericsson T700  
Sony Ericsson

## **Sony Ericsson T700 Announced - Mid-End Elegance**

*The phone will hit the market in the fourth quarter of the year*

Sony Ericsson T700, the handset said to be the modern reiteration of T610 (a phone that had a huge success back in its time), was officially presented today. The T700 is an elegant mid-end candybar which could reach high sales if Sony Ericsson prices it sagely.

Feature-wise, the new T700 brings the following: a 2 inch TFT display with 262K colors and support for 240 x 320 pixels, a 3.2 Megapixel camera with fixed focus, geotagging and video recording, Google Maps, high-quality stereo speakers, Music player, TrackID, PlayNow, Bluetooth 2.0 with A2DP, FM radio, NetFront browser, email, picture blogging, USB, quad-band GSM connectivity (850 / 900 / 1800 / 1900 MHz) with GPRS and EDGE, and UMTS/HSDPA 2100 for fast data transfer speeds. The new candybar embeds 25MB of internal memory, "helped" by a 512MB M2 card included in the package (this can be changed with another card of up to several GBs). Sony Ericsson T700 is both lightweight and slim, weighing only 78 grams (2.8 ounces) and measuring 104 x 48 x 10 millimeters (4.1 x 1.9 x 0.4 inches). Its battery is quite powerful, as it should last up to 9.5 hours in talk-time mode or up to 370 hours in stand-by mode. "Sleek and shiny, the slim elegance of the T700 gives users a premium experience at a mid-range price point - perfect for the design conscious. Everyone who bought and adored the iconic T610 will be keen to get their hands on the new T700," said Sven Totté, Head of Marketing for the design category at Sony Ericsson. The retail price of Sony Ericsson T700 is currently not known, but the Swedish-Japanese joint venture says that the new handset will be on sale in three color versions (Shining Silver, Black on Silver and Black on Red), starting the fourth quarter of the year.