

By: ~~Nathan~~ Mihaila, Communications News Editor

[Sony Ericsson W580 - A Phone with Street Style](#)

Delivering a set of gaming, sports and entertainment features

During CTIA [Sony Ericsson](#) has announced its latest addition to the Walkman phone family, the W580, coming in a slider form factor and with a clean cut, appealing design. Although at first it looks like your average Walkman phone, it is nicely complimented by several applications for imaging, fitness and gaming. 'The W580 Walkman phone is designed to match your lifestyle, whether you are in the car, at a party or busy at the gym,' explains Steve Walker, Head of Product Marketing at Sony Ericsson. "As well as letting you have your latest music with you at all times, the W580 steps in as your portable photo album and pocket gaming device. It will even serve as your training partner thanks to built-in sports applications that track running speed and distance.'The mobile phone is only 14mm thin but still manages to pack a lot of features for the user's entertainment needs like a 2 megapixel camera or music dedicated capabilities. As to be expected, it's a phone optimized for music including impressive capabilities like the ability to organize and play tracks conveniently, listen to favorite radio programs, identify songs through TrackID and store all the files on the 512MB Memory Stick Micro it comes with. Pre-installed sports and fitness applications will allow the user to track workouts and report running speed, time and distance as well as allow the monitoring of calories. Aside from the orange/white color scheme [Sony Ericsson](#) is known to use on its Walkman phones, the W580i also comes in Urban Grey. While the manufacturer hasn't announced its price or availability, it's only a matter of time until those details are revealed.