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By: Florin Troaca, Communications News Editor



Sony Ericsson W980  
in Violin Red  
SEMC Blog

## [Sony Ericsson W980 and W350 Have New Looks](#)

### *Two fresh colors each*

Ever thought that Sony Ericsson's W980 and W350 could benefit from new color versions? Good, because the Swedish-Japanese company is preparing to come up with two new colors for the W980 as well as two new ones for the W350. As reported by the [SEMC Blog](#), the W980 will be offered in Opera Brown and Violin Red, while the W350 in Wisteria Purple and Turbo Red. Although both from the Walkman series, the W980 and W350 can hardly be compared. First of all because of their form factors (W980 is a classic clamshell while W350 is a flip-down phone). Also, the handsets greatly differ in terms of features - the W980 is a high-end device while the W350 is an entry-level one. Launched across Europe in July, Sony Ericsson W980 - winner of the "European music phone" EISA Award - is set to offer a perfect music experience. The handset brings clear stereo and clear bass technologies, stereo speakers, high-end headphones, dedicated music keys, Bluetooth 2.0 with A2DP, FM radio with RDS and FM transmitter, 8GB of internal memory, GSM and HSDPA connectivity, a 3.15 Megapixel camera with video recording and so on. The new brown and red colors of W980 are surely nice additions to the all-black existing one and will allow more users to find a version that suits their tastes. Sony Ericsson W350 is already on sale in four colors: Electric Black, Hypnotic Black, Ice Blue and Graphic White. The new purple and red editions look pretty nice and will probably appeal to those who like their handsets to stand-out at first sight. The main features of W350 include Walkman player, FM Radio with RDS, Bluetooth 2.0 with A2DP, special music keys, 14MB of internal memory and a 512MB card included in the package. For a comprehensive review of the handset you can visit [this address](#).