

Ericsson Cellular Phone

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Sample of Content:

Ericsson, with its headquarters in Stockholm, Sweden is the largest supplier of mobile systems in the world and supports all major standards for wireless communication. Ericsson provides total solutions - from systems and applications to services and core technology for mobile handsets. With Sony Ericsson cellular phones, they are also a top supplier of complete mobile multi-media products.

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Sony Ericsson is a 50:50 joint venture between Sony Corporation and Ericsson AB. It was established in October 2001. The mission of this joint venture is to establish Sony Ericsson cellular phone as the most attractive and innovative global choice in the mobile handset industry. Sony Ericsson Mobile Communications is a global provider of mobile multimedia devices, including feature-rich Sony Ericsson cellular phones and accessories, PC cards and M2M (machine-to-machine) solutions. A Sony Ericsson cellular phone combines powerful technology with innovative applications for mobile imaging, communications and entertainment. The net result is that a Sony Ericsson cellular phone is an enticing choice that creates compelling business opportunities for mobile operators and desirable, fun products for end users.

Sony Ericsson cellular phones have universal appeal and are tangibly different in the key areas of imaging, design and applications. Sony Ericsson cellular phones make best use of the major mobile communications technologies, such as the 2G (Second Generation) and 3G platforms, while enhancing its offerings to entry level markets. In the first half of 2005, the company announced a large number of Sony Ericsson cellular phones, networking products and accessories that move the portfolio significantly forward and are anticipated to stimulate a new phase of growth for Sony Ericsson. Included were the stunning yet affordable K600 3G UMTS (Universal Mobile Telecommunications Service) Sony Ericsson cellular phone that brings the possibilities of the 3G network to a wider public the K750, the company's first 2 Megapixel, auto focus camera phone and the W800 Walkman branded music phone that combines a mobile phone, a quality digital music player with up to 70 hours battery life, and a 2 Megapixel camera.

The company has since augmented its product line-up with additional voice-centric Sony Ericsson cellular phones aimed at those who want a stylishly designed phone combined with simple features at an affordable price. Sony Ericsson has also expanded the Walkman family of phones with two new additions, the W550 and W600, two all-round entertainment Sony Ericsson cellular phones for fun seekers everywhere.

As new Sony Ericsson cellular phones are launched in the market, existing Sony Ericsson cellular phones continue to receive accolades and Sony Ericsson is now established as a world leader in design and innovation. The company strives to be a cutting edge provider of Sony Ericsson cellular phone applications, forging partnerships with application developers and content providers. With the help of such partnerships, the company is bringing the best and latest in entertainment and content to its users. In the mobile gaming market Sony Ericsson took the lead in 2004, being first to market with Java 3D-enabled Sony Ericsson cellular phones, and is forging ahead in 2005 to bring 3D gaming to a wider audience.

A Sony Ericsson cellular phone design can be defined as one that triggers all your senses, communicating to both, rational intellect and the emotions. A focus on logical thinking ensures that usability is a key factor in design, while at the same time innovative, explorative aspects appeal to the emotions. So, go in for a Sony Ericsson cellular phone to meet all your mobile communication needs.

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