

Sony Ericsson Gives Mobile Users The Edge Around The World

Sony Ericsson has pushed wireless EDGE technology even further with its latest offering — the EDGE data communication card. Now available in Europe and Asia Pacific, the new GC85 EDGE PC Card combines access to the global wireless network with speeds that are three to four times faster than on the GSM/GPRS network. It delivers real-time email, data and Internet access to wherever mobile professionals might be.

EDGE (Enhanced Data Rates for GSM Evolution) is a 3G-like technology that delivers broadband-like speeds to mobile devices. The GC85 EDGE PC Card is a Class 10 EDGE device which enables mobile users to send and receive large data files online at dramatically higher speeds: transmission rates for the GC85 are boosted to 130kbps with bursts up to 247kbps.

GC85 users stay permanently connected through a global EDGE PC Card so mobile phones remain free for voice calls at any time. It provides the perfect solution for mobile professionals who need constant access to email, office intranets and the Internet to send and receive critical data whenever necessary.

As an evolution of existing wireless technology, EDGE works within the established infrastructure to ensure users and network providers a smooth transition. This translates into a permanent high-speed data connection through existing GSM frequencies which gives users global access whether they are in Europe, North America, Latin America, the Middle East, Africa or Asia Pacific.

More and more network providers are integrating EDGE technology into their networks — more than 100 operators in 64 countries worldwide have already committed to deploying EDGE.¹ This makes things even simpler for GC85 users who will enjoy uninterrupted services of their cellular plans.

The GC85 can be utilized even if EDGE network coverage is unavailable: an EDGE PC Card will automatically switch into the widely abundant GPRS networks to ensure uninterrupted service and give mobile professionals and corporate customers greater mobility.

¹ Source: GSA—The Global Mobile Suppliers Association (<http://www.gsacom.com>).

The benefits of using a GC85 EDGE PC Card are numerous. The 16-bit PC Card Type II, which works on the GSM 900, 1800 and 1900 MHz frequency bands, fits discreetly into the PC laptop card slot. The GC85 is easy to install and compatible with all of the user's familiar software applications (e.g., MS Exchange, MS Outlook, Netscape, CRM, SAP, Siebel, file-sharing, Messenger, etc.). And the 42g non-extend card has a built-in antenna which means freedom from cables and telephone jacks when working outside of the office, be it around the corner or around the world.

Wherever users might be, the new Sony Ericsson GC85 EDGE PC Card guarantees them the ultimate mobile experience.

For more information and images please contact:

Notes to editors:

Sony Ericsson Mobile Communications AB serves the global communications market with innovative and feature-rich mobile phones, accessories, PC-cards and M2M solutions.

Established as a joint venture by Ericsson and Sony in 2001, with head quarters in London, the company employs 5,000 people worldwide, including R&D sites in Europe, Japan, China and the Americas. For more information, please visit www.SonyEricsson.com

For further information, please visit:
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