

# SONY

## Press Release

### **Sony's New Xperia 10 III super mid-range 5G Smartphone is Now Available with Early Bird Promotion**

*The new mid-range smartphone equipped with a vivid Full HD OLED HDR display and AI optimized camera settings, together with a built-in 4500mAh long-lasting battery and sturdy water resistant design.*



**Hong Kong, May 26, 2021** – Sony Hong Kong today announced that its super mid-range 5G smartphone Xperia 10 III (Mark three) will be launched from early June 2021 and is sold at the suggested retail price of HK\$3,499. Xperia 10 III will be available in Black, Blue, Pink, and White.

Xperia 10 III is available with an early bird promotion from May 26 to Aug 31, 2021 at all Sony Stores, Sony Store online ([www.sony.com.hk/store](http://www.sony.com.hk/store)) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Customers who place orders will receive a Style Cover with Stand XQZ-CBBT (coated with anti-bacterial material) and an additional 2<sup>nd</sup> year of free warranty service (total value worth HK\$680).

**Hong Kong, April 14, 2021** – Sony Hong Kong is pleased to introduce the latest addition to its popular Xperia 10 series with the launch of Xperia 10 III, the first model in the Xperia 10 series to offer 5G connectivity. Xperia 10 III is packed full of entertainment features, offers an extended battery life<sup>1</sup> and is presented in a stylish, compact, lightweight, and water resistant body. Xperia 10 III is an exceptional mid-range handset that has been designed with power, speed and portability in mind.

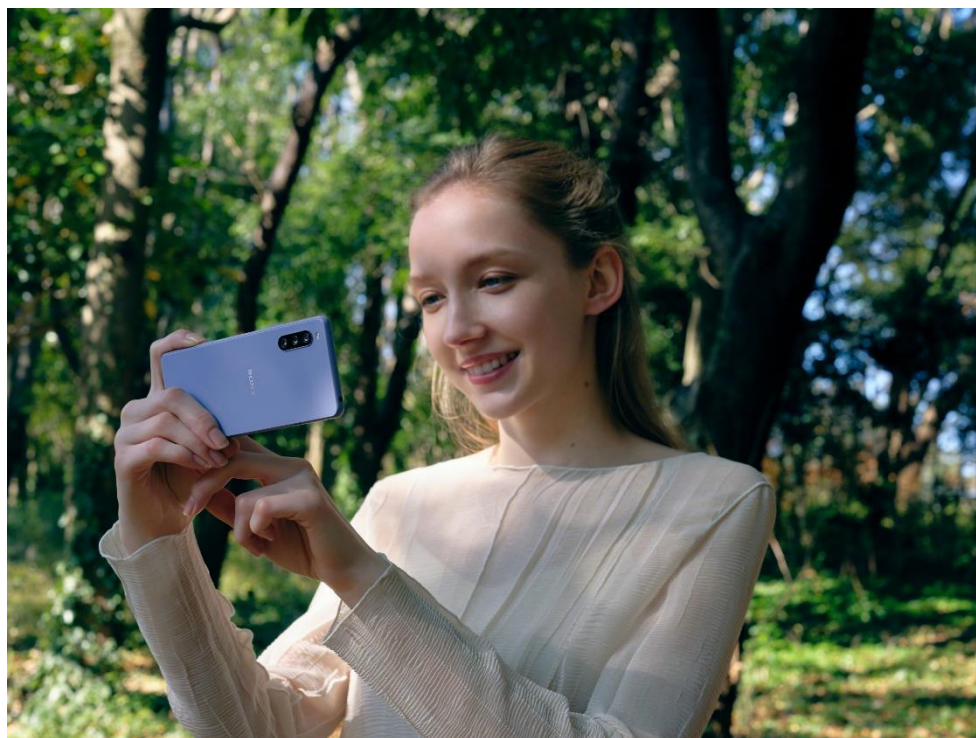
#### **Outstanding performance with the power of 5G**

Users can enjoy more of what they want on the go with Xperia 10 III. It combines a powerful, long-life battery with the speed of 5G for fast streaming and downloads – whether listening to near High-Resolution audio through headphones, thanks to DSSE Ultimate compatibility, or watching favourite movies on the crystal clear FHD+ OLED display. The Qualcomm<sup>®</sup> Snapdragon<sup>™</sup> 690 5G Mobile Platform can easily handle apps, movies, games and more, with high performance and power efficiency for superior connectivity. Thanks to Smart connectivity, the Xperia 10 III takes Xperia's deep learning technology that utilizes Sony's Neural Network Libraries and analyses Wi-Fi signals to predict near-future connectivity issues.

The Xperia 10 III assesses the quality of available Wi-Fi before connecting so there is no more grabbing Wi-Fi that doesn't work. If it predicts any compromise in Wi-Fi connection quality, it uses mobile data instead.

### **A vision to behold**

Drawing on Sony's world-renowned TV expertise, Xperia 10 III delivers an immersive cinematic experience thanks to its 21:9 Wide 6" notch-less OLED display that includes HDR support. Featuring TRILUMINOS™ display for mobile technology, found in BRAVIA® TVs, and video image optimization, the OLED display delivers incredibly rich, natural colours and deeper blacks. It is also capable of showing HDR content, which has a wider dynamic range of luminance than standard video formats, enhancing both contrast and colour. Bright parts of the image get brighter and the colour palette expands to show more bright blues, greens, reds, and everything in-between.



### **Triple lens camera enhanced for low light scene and moving object**

Featuring ultra-wide, wide, and telephoto options, the triple lens camera lets users capture a huge variety of shots - from expansive landscapes to expressive portraits. The ultra-wide 16mm lens allows phone shooters to capture expansive imagery, expressing dramatic landscapes and full-scale scenery. The versatile 27mm lens is a wide lens that is ideal for a variety of shooting situations and low light scenes, whilst the 54mm telephoto lens allows users to get closer to their subjects – making it ideal for portraits.

Auto mode on Xperia 10 III **now features animal detection**, which can identify whether a subject is a dog or cat. It then adjusts the shutter speed and ISO Sensitivity accordingly to capture photos with less blur.

The improved F1.8 lens and enhanced image processing algorithm allows users to take photos in low light with less noise, both in Night mode and Auto mode. When shooting in bright sunshine or in backlit conditions, Auto HDR helps prevent blackout in the shaded areas of the shot or whiteout in the

bright parts, ensuring faces and expressions are more visible.

When shooting in Burst mode, Xperia 10 III shoots at 10fps, ensuring subjects in motion are never missed and furthermore auto exposure works on every frame.

Finally, Xperia 10 III features 4K video recording, allowing users to shoot video with four times the resolution of full HD and SteadyShot™ ensures smooth, shake-free videos even when recording on the move.

### **Engineered to be robust, designed for practicality**

Even though Xperia 10 III has a large 6" display, the phone measures only 68mm in width – a perfect fit for the hand. Weighing just 169g, it is lightweight and easy to handle – whether taking a photo or playing a game.

Xperia 10 III is water resistant with an IP65/68 rating and is incredibly durable thanks to its Corning® Gorilla® Glass 6 shell<sup>ii</sup>. It's robust engineering means that the handset can withstand day-to-day damage. Corning® Gorilla® Glass 6 is also more scratch resistant– making Xperia 10 III a reliable companion for those who have their phone with them at all times.

### **All-day power and made to last**

With its long-lasting 4500mAh battery, Xperia 10 III has 25% more capacity than its predecessor Xperia 10 II and allows users to enjoy the best of the features the handset has to offer. Thanks to Xperia Adaptive Charging, users are offered ultimate battery life reliability, even after three years of use. Xperia Adaptive Charging works by monitoring the battery whilst charging to ensure that it isn't overworked – keeping the battery healthy for longer.



### **Exceptional audio quality, wireless or wired**

Xperia 10 III offers exceptional sound, whether enjoying wireless listening with High-Resolution Audio Wireless or using the 3.5mm audio jack to connect to wired headphones. Along with native High-Resolution Audio playback, Xperia 10 III also features DSEE Ultimate<sup>iii</sup>, which uses AI to upscale tracks to near High-Resolution Audio quality by automatically improving audio frequency and bit rate in real-time.

### **Made for multi-tasking**

On the Xperia 10 III, Sony's unique multi-window UI on the 21:9 wide display has been enhanced with a new Pop-up window feature. Perfect for multi-tasking, it lets users overlay one window with another. So they can quickly handle a task such as replying to a message, then get right back to the game they are playing or the website they are browsing.

### **Easy content transfer from your old phone**

The Xperia Transfer 2 app lets users transfer the content that matters from old Android or iOS smartphones to the new Xperia 10 III. From photos, videos and music to the contacts, calendar, call history, and messages (SMS/MMS) – they can be transferred quickly, safely and easily.

### **Accessories**

Xperia 10 III is available with a new and improved antibacterial Style Cover with Stand. Designed with durability in mind, the cover features a built-in stand to support horizontal placement and provide a comfortable viewing experience. It is coated with anti-bacterial material that has a protection rate of up to 99.9%<sup>iv</sup> - preventing cell growth of specific bacteria to maintain cleanliness.

### **Availability**

**Xperia 10 III** will be available in Black, Blue, Pink, and White and shipping with Android<sup>TM</sup> 11 from Summer 2021<sup>v</sup>.

### **[Xperia 10 III product specification](#)**

For customer enquiries, please contact Sony hotline service at (852) 2833-5129.

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<sup>i</sup> Compared to Xperia 10 II

<sup>ii</sup> This device is water resistant and protected against dust. All ports and attached covers should be firmly closed. Do not put the device completely underwater or expose it to seawater, salt water, chlorinated water or liquids such as drinks. Abuse and improper use of device will invalidate warranty. The device has been tested under Ingress Protection rating IP65/68. Sony devices that are tested for their water resistant abilities are placed gently inside a container filled with tap water and lowered to a depth of 1.5 meters. After 30 minutes in the container, the device is gently taken out and its functions and features are tested. Note this model has a capless USB port to connect and charge. The USB port needs to be completely dry before charging.

<sup>iii</sup> Effective when the setting of DSEE Ultimate is ON. High-resolution compatible headphones (sold separately) are required to enjoy high-resolution sound sources equivalent to high-resolution audio.

<sup>iv</sup> The effect may vary due to long-term use.

<sup>v</sup> The specifications, launch timing, price, color lineups, etc. vary depending on the country / region.