

SONY

Press Release

Sony Introduces Stamina Specialist Smartphone: Xperia 10 VI with long-lasting 2 days battery life*¹

Featuring front stereo speakers with enhanced dynamic range for a more immersive entertainment experience



Hong Kong, May 15, 2024 – Sony revealed the new mid-range [Xperia 10 VI](#) smartphone. Equipped with a large-capacity battery capable of two-day use and featuring a lightweight body, it is designed for both comfort and easy operation with one hand. It boasts a water-resistant, the display uses Corning® Gorilla® Glass Victus® for long-lasting use and durability and due to advances in chipset performance and optimisation of battery power, continuous video playback time*² has been extended by approximately 10% compared to previous models*³. Furthermore, the Xperia 10 VI is equipped with a new "Video Creator" app that allows you to easily edit and shoot content to create videos quickly. The front stereo speakers have been improved compared to the previous model with increased volume capacity and wider dynamic range, providing improved bass and treble performance for clearer sound.

Durable and compact with long battery life and light weight design



Xperia 10 VI is equipped with a large-capacity battery providing a battery life that extends beyond your daily needs for viewing, listening, and content capturing, paired with an exceptionally lightweight

and compact design, weighing in at just 164g.

Xperia 10 VI's battery stays healthy for three years*⁴ thanks to Sony's charging technologies which are designed to preserve the battery's health over time. Battery care prevents overcharging, while Xperia Adaptive Charging continuously monitors your phone's charging process to prevent any unnecessary strain on the battery. Enhanced charging speed has also been introduced.

The body size is 155mm long and 68mm wide, making it easy to operate. The back panel uses a matte, milky-white semi-transparent resin material, giving the main body a soft, transparent design that makes it look light. In addition to IP65/68 waterproof and dustproof performance, the display uses Corning® Gorilla® Glass Victus®, a highly drop-resistant and scratch-resistant glass, for increased durability and a worry-free experience.

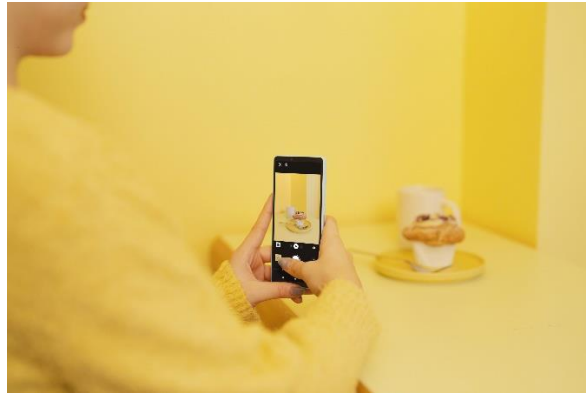
Equipped with the Snapdragon® 6 Gen 1 Mobile Platform, the improved chipset performance and optimisation of battery power consumption reduces power consumption, improving continuous video playback time extended by approximately 10% compared to previous models*³.

Equipped with "Video Creator" that allows you to easily create short videos using gallery photos and videos

The 'Video Creator' app enables effortless creation of short videos from your captured photos and video footage. Simply choose your desired files and adjust playback time to generate a video in less than a minute*⁵.



The dual rear camera lenses provide versatility, offering three focal lengths (16mm, 26mm, 52mm) for shooting. Equivalent to 2x optical zoom*⁶, you can get closer to subjects without worrying about image quality deterioration. It is also equipped with a colour effects function that allows you to take pictures using a selection of preset colour options so there's no need for any editing and can be uploading straight to social media.



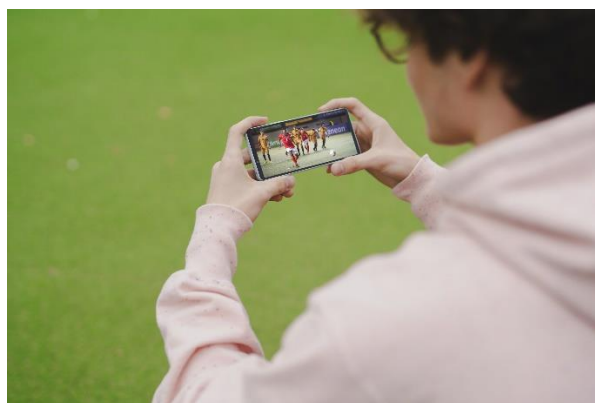
Optical Image Stabilisation (OIS) *7 isn't limited to still photography; it's equally effective for videos. When capturing videos on the move, our exclusive Optical SteadyShot™ technology guarantees clear and steady results.

The Xperia 10 VI simplifies the shooting experience by incorporating AI-driven scene detection technology, which autonomously selects optimal settings for capturing the perfect shot.



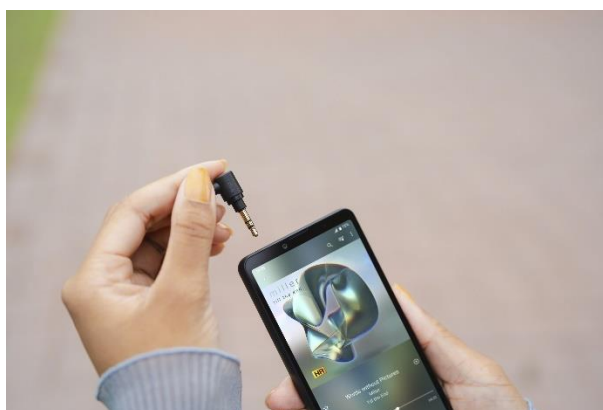
With Xperia, for simple self-portraits in any location you simply need to show your palm to the camera, which will automatically start a 2-second self-timer, giving you time to prep for the shot.

Pocket-sized theatre experience



The front stereo speakers have a wider dynamic range than the previous model*³, allowing you to enjoy naturally balanced sound quality with improved treble and bass. In addition, the 6.1-inch Full HD+ OLED display is equipped with 'Triluminous[®] Display for mobile', which incorporates technology cultivated for Sony's BRAVIA[®] TVs, allowing you to create an immersive pocket-sized theatre.

Experience quality entertainment, anywhere with Xperia 10 VI's premium audio, display, and camera capabilities, all powered by a powerful battery for uninterrupted enjoyment.

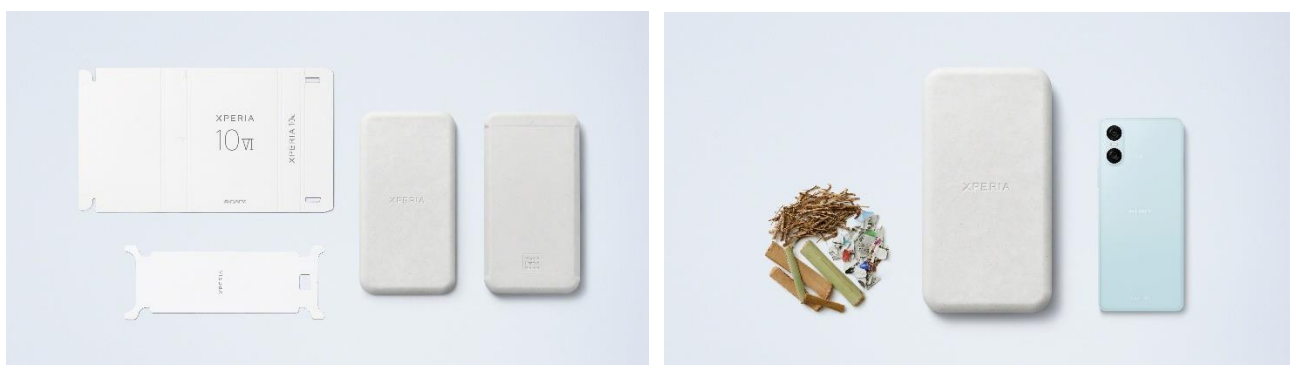


The Xperia 10 VI naturally supports the Bluetooth[®] connectivity including LDAC[™] and includes a 3.5mm headphone jack, so you can enjoy high-resolution high-quality sound with both wired and wireless headphones. In addition, DSEE Ultimate[™], which uses Sony's proprietary AI technology, reproduces sound sources such as streaming services with sound quality equivalent to high resolution.

Sony's commitment to Sustainability

The Sony Group has set an environmental plan "Road to Zero" aiming for zero environmental footprint by 2050. In order to achieve this, we are taking action while setting medium-term environmental targets in stages. As part of this mid-term environmental goals, we are aiming to eliminate plastic packaging materials for newly designed small products by 2025.

The product box and main tray of Xperia 10 VI are made from Sony's Original Blended Material, comprising bamboo, sugar cane fibres, and recycled paper, making it possible to achieve individual packaging that is completely plastic-free*⁸. In addition to Sony's ongoing efforts to reduce plastic, plastic tape used to seal shipping cartons has been replaced by paper to make packaging more environmentally friendly.



Furthermore, approximately 50%*⁹ of the raw materials for some of the parts used inside and outside

the main body are environmentally friendly resins (recycled resins, plant-based resins, etc.), including SORPLAS™, a flame-retardant recycled plastic developed by Sony.

Accessibility

From enabling voice control to increasing text size, you can customize your Xperia 10 VI to suit your needs, using accessibility settings and apps.

Accessories

Style Cover with Stand for Xperia 10 VI (XQZ-CBES)



The Xperia 10 VI has three colour matching optional covers with a built-in stand, convenient for live streaming and video chats. This slim cover is designed to perfectly fit the shape of Xperia 10 VI body combining ease of holding and functionality. A new ring strap is also included for additional comfort. In addition to providing a stable grip on your fingers, you can also wear it around your neck by combining it with a neck strap (not included). The covers also use Sony's recycled SORPLAS™ as part of the raw material*¹⁰.

Pricing and Availability

Xperia 10 VI will be available in Blue, Black and White from 7 June 2024 at HK\$2,999. Customers ordering the **Xperia 10 VI** will receive Style Cover with Stand worth HK\$290 and SRS-XB100 worth HK\$449.

For Xperia 10 VI Product Announcement video, please click [here](#).

For Xperia 10 VI Introduction video, please click [here](#).

For Xperia 10 VI Product Site, please click [here](#).

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

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

*1: Based on the standard battery usage profile of Xperia users, the test assumes 360 minutes of use per day of internet browsing, video viewing, gaming, and other functions (1,080 minutes of standby time), which means that the battery will remain full even after 48 hours of use.

The actual remaining battery capacity will vary depending on your usage and environment.

*2: Using Wi-Fi® and LTE connections, outputting audio through Bluetooth® speakers, and setting other settings to factory default settings, videos downloaded in advance to the internal memory can be played as general videos. These are the measured values from the test played back on the playback app. Actual playback time varies depending on the usage environment and conditions.

*3: Compared to Xperia 10 V

*4: Simulated result by Sony Corporation, based on actual usage profile using the same type of battery and USB charging. The lifespan of the battery depends on your usage situation.

*5: The time needed to create the video may vary depending on the length of the videos and the number of photos selected.

*6: Wide-angle lens only.

*7: This feature is available with the wide-angle (26 mm) lens and 52mm lens

*8: Packaging refers to the individual product box, as well as components such as in-box trays, spacers, wraps and sleeves. Excludes materials used in coatings and adhesives.

*9: Recycled material rate is estimated based on weight ratio (environmentally conscious resin = does not include recycled materials, plant-based resins, electrical parts, or glass fiber). Materials may change depending on the season.

*10: Excluding the stand part