

# SONY

## Press Release

### Sony Reimagines its 10 Series with Xperia 10 VII



Equipped with renowned Xperia camera 'Shutter button' for quick shooting to ensure you never miss important moments

Refreshed design with an expanded display<sup>1</sup> for improved viewing experience

**Hong Kong, September 12, 2025** – Today Sony announces the redefined 10 series smartphone ['Xperia 10 VII'](#), its refreshed elegant and sophisticated design brings together a host of upgraded features<sup>1</sup>. The dedicated camera 'shutter button' instantly launches the camera and enables simultaneous shooting for an enhanced camera experience, the expanded display<sup>1</sup> and improved Front-facing speakers provide immersive entertainment, and the battery life lasts for approximately two days<sup>2</sup>, allowing you to enjoy entertainment for days. Additionally, by extending and enhancing the duration of security updates and the warranty period for OS version upgrades compared to previous models, users can enjoy long-term use with peace of mind. Xperia 10 VII comes with Circle to Search with Google.<sup>3</sup>

#### Quick shooting with 'Shutter button' for enhanced camera functionality



The dedicated 'shutter button' located on the side of the smartphone actions both launching the camera app and taking photos with a single press. Even when the screen is locked, long-pressing the button instantly launches the camera app so you never miss important shots.

Capture bright and clear image quality especially in low-light scenes, thanks to the new larger<sup>1</sup>sensors. The 16mm lens is equipped with a 1/3-inch sensor, and the 24mm lens features a newly installed

1/1.56-inch sensor, approximately 1.6 times larger than the previous model.

The two rear camera lenses support three focal lengths (16mm/24mm/48mm)<sup>4</sup> for versatile camera shots; cover the whole scene from a 16mm ultra-wide, a wide 24 mm, and get closer to your subject with a 48 mm zoom.

### **Made for the Future with Long-life Battery and Improved Processing Speed**

Xperia 10 VII is equipped with a battery that can last for two consecutive days<sup>2</sup>, providing peace of mind during long day trips or when regular charging isn't possible. The unique "Adaptive charging" prevents battery degradation even after four years of use<sup>5</sup> so you can be confident your Xperia 10 VII will stand the test of time.

Further future proofing Xperia 10 VII, it supports six years of security updates<sup>6</sup> and up to four OS version upgrades<sup>7</sup>, allowing for long-term use.

To avoid lag and keep pages and videos loading smoothly, it is also equipped with Qualcomm's Snapdragon<sup>®</sup> 6 Gen 3 chipset which improves processing speed.

### **Xperia 10 VII comes with Circle to Search with Google,<sup>3</sup> and Google Gemini<sup>Error! Bookmark not defined.</sup>**

Instantly search anything you see on your phone with Google. Circle, highlight, scribble, or tap any image, video, or text to search, without switching apps. Quickly get the info you need, then get right back to what you're doing.

### **Immersive Display and Advanced Audio Performance for Enhanced Content Viewing**



A new 19.5:9 aspect ratio makes watching content and browsing the internet more comfortable. Plus, because it supports a 120 Hz refresh rate, the display and scrolling are extremely smooth. The newly designed front-facing speakers with reduced cabinet vibration suppress noise and reproduce richer, deeper sound quality with enhanced bass and mid-bass ranges.

The *Bluetooth*<sup>®</sup> transmission power has been doubled compared to the previous model<sup>1</sup> to ensure an even more reliable connection. Additionally, during AAC (Advanced Audio Coding) connections, the device temporarily adjusts the sound quality to prioritize connectivity in crowded or unstable environments, allowing users to enjoy content viewing regardless of location<sup>8</sup>.

### **Lightweight Body and Sophisticated New Design**

The Xperia 10 VII is reimagined from the ground up. The new form factor is light (168g), sleek, and reshaped for better viewing with a new display and more comfortable handling. The rear design has been revamped by changing the camera layout and utilising a smooth-to-the-touch coating, achieving both a sense of unity in the camera area and a matte texture.

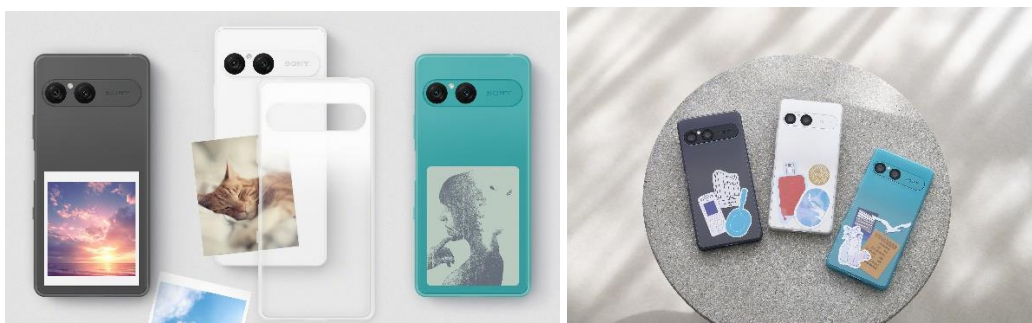
The display uses Corning® Gorilla® Glass Victus® 2, a highly drop-resistant and scratch-resistant glass, ensuring durability for further peace of mind.

By combining Xperia 10 VII with the cover, users can enjoy their own unique arrangements by inserting their favorite stickers and photos.

**Environmental Initiatives**

Sony's original blended material is used for the product box and main unit tray, achieving zero plastic usage in individual packaging<sup>9</sup>. Approximately 77%<sup>10</sup> of the raw materials for some of the components used inside and outside the main unit are environmentally friendly resins (recycled resins and plant-derived resins), including the environmentally friendly plastic SORPLAS™.

**Accessories - newly designed cover Style Cover**



The newly designed cover Style Cover for Xperia 10 VII (XQZ-CBFE), tailored to complement the redesigned smartphone, features a three-color gradient design that matches the colours of the phone. The sides of the cover feature a button-friendly design, and the back uses a material that is resistant to yellowing. Furthermore, the robust design ensures worry-free daily use. ※ Depending on the thickness or material, the NFC function or antenna performance may be affected.

**Pricing and Availability**

Xperia 10 VII will be available to purchase in White, Turquoise and Charcoal Black from 12 Sep 2025 at HK\$3,299.

**Early Bird Offer**

From 12 Sep, the Xperia 10 VII is available for early bird offer at all Sony Stores, Sony Store online (www.sony.com.hk/store) and Sony sales hotline at (852) 2833-5129 as well as authorized dealers. Details of the special offers are as follows:

Model	Early Bird Period	Premium	Limited Time Offer <sup>#</sup>	Xperia to Xperia offer
Xperia 10 VII	From 12 to 30 Sep 2025	<ul style="list-style-type: none"> <li>• Phone case XQC-CBFE*</li> <li>• Screen Protector**</li> <li>• Sony X Tokyo Illustrator Sticker Pack*</li> <li>• Ocean Park Phone Strap**</li> </ul>	<ul style="list-style-type: none"> <li>• Supermarket Coupons worth HK\$200</li> </ul> <p><b>OR</b></p> <p>Addition of HK\$399 upgrade to: WF-C710N Wireless Headphones</p>	Supermarket Coupons worth HK\$200

			(retail price at HK\$799)	
<p>* Selected Colour only, limited quantity while stock last, promotion period until Sep 30, 2025</p> <p>** Eligible for purchase from Sony Store only.</p> <p># Register for warranty and select to receive information within ten days of purchase. And register online for gift redemption (must be completed within 90 days of purchase). After receiving the redemption notification, please bring the official receipt and product packaging to Sony Store for gift redemption. For details about the offer, please visit <a href="https://www.sony.com.hk/campaign/store-promo/#xperia">https://www.sony.com.hk/campaign/store-promo/#xperia</a> .</p> <p>Sony reserves the right to make final decision to change the terms and conditions of the offer.</p>				

" Xperia 10 VII " Product Video can be viewed [here](#).

" Xperia 10 VII " Product Page for further information can be found [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>.

<sup>1</sup> Compared to Xperia 10 VI.

<sup>2</sup> Based on tests assuming 360 minutes of daily use (1080 minutes of standby time) for internet browsing, video viewing, gaming, and other functions, based on the standard battery usage profile of Xperia users, indicating that the battery will last for 48 hours. Actual battery life varies depending on usage conditions and environment.

<sup>3</sup> Available on select devices and internet connection required. Works on compatible apps and surfaces. Results may vary depending on visual matches. Check responses for accuracy. Feature availability varies based on language. Google, Gemini, Android, Google Photos, and other marks are trademarks of Google LLC.

<sup>4</sup> 35mm equivalent.

<sup>5</sup> Based on simulations of repeated charging and discharging with the same type of battery (in the case of USB charging). Battery life varies depending on usage conditions.

<sup>6</sup> Security updates will be applied for up to 6 years, starting from the time of release. The support period depends on the timing of purchase.

<sup>7</sup> Up to 4 updates to the latest OS will be applied, starting from the time of release. The number of applicable updates depends on the timing of purchase.

<sup>8</sup> Supports adaptive bitrate that temporarily reduces data usage to maintain connectivity.

<sup>9</sup> Individual packaging refers to individual product boxes, trays inside the box, packaging materials, and sleeves. Materials used for coating and adhesion are excluded.

<sup>10</sup> The recycling rate is calculated by weight ratio (environmentally friendly resin = recycled materials and plant-derived resins, excluding electrical components and fiberglass).