

Xperia™ M2 Quick Reference Guide

**Introducing
Xperia M2,
Sony Mobile's
flagship
features at a
mid-range
price point**



Premium
experiences,
ultra-fast

Xperia M2: Introduction

Xperia M2 is the latest mid-range offering from Sony Mobile, featuring Sony's top of the range software and hardware technologies. With Xperia M2, Sony listened to what the consumers wanted; a quality smartphone with premium features, at an affordable price point. Xperia M2 is the best smartphone technology in its class¹, featuring a top of the range processor, Sony's TV and OmniBalance



design expertise, a razor sharp 8MP smart social camera with Exmor RS for mobile and Sony's top of the range movie, gaming and music entertainment.

This reference guide is designed to help you quickly understand and make the most of some of its key features. Also provided are some quick, easy to access assets that you are free to use as you like.

Sony's premium design in a mid-range phone

Xperia M2, similar to Xperia Z2, has a look that's distinctively Sony: beautiful, smooth surfaces, exquisite attention to detail and a solid premium feel. Available in three striking colours – black, white and purple – and with Sony's celebrated OmniBalance design, this quad-core powered smartphone is housed in a sleek and premium 8.6mm slim design; making Sony's Xperia M2 the slimmest 4G smartphone in its class².

Xperia M2 comes with a super bright 4.8” qHD display that builds on Sony’s expertise in screen technology. This display illustrates our dedication to



540.960
4.8”

quality and craftsmanship, bringing you a wider viewing angle with IPS and the bright clean whites, deep reds and vivid greens that are displayed in all of Sony’s premium products.

qHD?

The term qHD is used when referencing the resolution quality of portable screens and stands as an acronym for quarter High-Definition. So Xperia M2’s qHD screen has the resolution quality of 960x540 pixels. That’s one quarter of a full HD television screen. Which is more than enough for you to view a quality film or beautiful photo whilst on the go!

World’s best smartphone camera in its class³

With Xperia M2 we have created a quad-core phone with a camera that captures pictures of exceptional quality and clarity. The 8-megapixel camera features Sony’s Exmor RS™ for mobile image sensor and HDR for both pictures and videos, along with a wide range of [Xperia camera apps](#), including



8 MP Exmor RS For mobile

Timeshift burst, Picture effect and Portrait retouch. These features come together to make Xperia M2 the world’s highest resolution camera⁴ and the best smartphone camera² in its class. Combining the expertise and heritage of Sony’s Cyber-shot

cameras, with the display and screen quality of Sony's TV technology, Xperia M2 is perfect for capturing and viewing all of your favourite moments in brilliant quality.

Superior Auto - for perfect photos

From illuminated night views to close-up macro photos, Superior Auto recognises up to 36 scene types and adjusts the settings automatically to help you get the best photos anywhere, at any time. As the default camera mode, Superior Auto turns HDR on and off depending on your scene to make your photos look natural – even in backlit conditions, helping you get the perfect photo, no matter where you are.

Suggested Demo: Turn the camera on and pan around a bit. As you point it at different subject matter you will see the camera automatically selecting new scene settings in the bottom right hand corner.

SteadyShot™ – A smoother experience

Shooting a steady video with your everyday smartphone isn't easy. Images get blurred and videos can be all over the place. With the Xperia M2 it's a different story. SteadyShot™



compensates for your movements, making panning smoother and the image more stable even in Full HD 1080 video. The outcome is gorgeously steady and distortion-free videos that you ensure you don't miss that perfect moment.

Xperia camera apps

Xperia M2 comes with a fun and engaging selection of camera apps such as Social live, Timeshift burst, Picture effect and more that help users to get the most out of Xperia M2's quality 8MP camera.



Social live: With Social live, you can broadcast every moment as it happens live, via Facebook. Get your friends' responses right on the screen and keep the conversation going, all in real time. Learn more about Social live at the [Sony Mobile Blog](#).

Timeshift burst: This intelligent app lets you capture 31 frames within just 2 seconds – starting even before you press the shutter. Perfect for moving objects. Scroll back and forth to select the perfect image, or feel free to keep them all.



AR effect: Switch your camera to AR effect mode and add fun animations to your photos. Ranging from dinosaurs to ocean-life, these fully customisable themes can be easily edited and add a bit of fun to any moment.

Picture effect: Select from a range of artistic effects and apply it to your photos to give them a distinctly different feel; whether that's making them more colourful, or removing the colour altogether!



To download more Xperia camera apps such as V1 Sports, Vine, MotionGraph and FX Guru, simply open the camera apps tray and then click on '+Apps' to see all the latest apps available on Sony Select to enhance your smartphone experience.

Ultra-fast, brilliant performance

[Xperia M2 combines the ultra-fast Qualcomm® Snapdragon™ 400 processor with 1.2 GHz quad-core CPUs and 4G LTE](#)

for a super fast, premium performance. What does this mean? It means Xperia M2 has all the power it needs to run the most



 **1.2** GHz
 **Quad-core**
 **1** GB

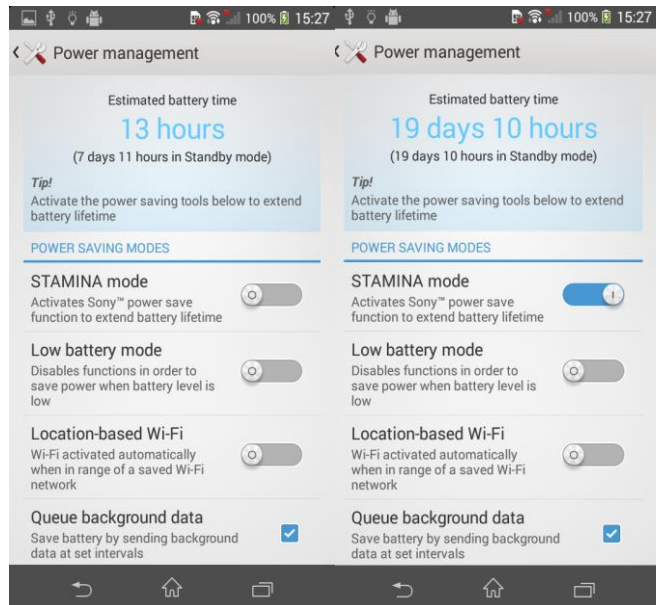
demanding Android apps and can access superfast, 4G internet speeds to blaze through browsing challenges.

Your quad-core phone has a built-in LTE/4G modem. This enables blazing Internet connections with up to 150 Mbit/s download and 50 MBit/s upload speeds.



Long lasting battery

Smartphones can use a lot of power, even when you're not actively using them. When the screen is off, apps you have previously loaded on your Android smartphone may still be running in the background, draining your battery without you realising it. Fortunately, Xperia M2 has a solution: a built in Battery STAMINA Mode that minimises



battery drain. It recognises when you're not using your display and automatically turns off the functions you don't need, like Wi-Fi, while keeping the notifications you want so you can still receive incoming calls, texts and alarms. As soon as you press the power button to wake up your screen, everything is immediately up and running again. And since everyone has different needs, you can easily customise which apps you want to receive push notifications from, even when you're in standby mode. Tweet alerts and Facebook notifications on or off? It's up to you.



Music, movies and more

Xperia M2 offers a world of media apps for seamless entertainment, online and offline with Sony Entertainment Network⁵, paired with the best content offer available for a mid-range smartphone.



Xperia M2 users will have the chance to enjoy the latest films out-of-the-box with three digital downloads of the hottest blockbusters from Sony Pictures, such as 21 Jump Street, Captain Phillips and White House Down⁶. Through the Music Unlimited service, Xperia M2 users can access an impressive catalogue of 25 million songs for free for 30 days, while the Video Unlimited service offers instant movie blockbusters on a smartphone. A range of eight PlayStation[®]Mobile games will also be included. This exclusive out of the box content offer is available on Xperia M2 through Sony's range of integrated [entertainment apps](#).

Dual SIM, flexibility without compromise

Xperia M2's dual-SIM variant, [Xperia™ M2 dual, is a fast mobile phone that offers a new experience](#)

through the incorporation of Sony's latest generation of dual-SIM technology. Exclusively designed for our 3G customers, our Dual SIM smartphones allow users to separate work from play and handle calls more cost-efficiently. Plus, with our advanced dual



SIM feature, users can keep both SIM cards active for incoming calls – so you can talk on one SIM, and still receive calls on the other, instead of getting a voicemail.

Xperia Transfer



Sony software has been designed to make it easy for iOS and Android users to switch from an old device to a Sony smartphone. In just a few clicks, it backs up photos, videos, bookmarks, appointments, contacts and music from your old iOS device and transfers the lot to a Sony Xperia smartphone. Check out the video on [Xperia Transfer here](#).

The growing Sony ecosystem

With 154 NFC enabled one-touch connected products - including TVs, headphones, audio speakers, tablets, and more – it has never been easier to enjoy your content across multiple devices. Alongside Xperia M2, Sony also has a range of Smart Accessories to its unrivalled ecosystem of companion products.

An easy-to-use wireless stereo headset from Sony, with straightforward call keys and music controls, the [Stereo Bluetooth® Headset SBH20](#) is the perfect wireless stereo headset for clear calling and impressive audio.



Music enthusiasts can make the most of Xperia M2's entertainment wherever they are with [the STH30 Stereo Headset](#). This all-weather, universally compatible headset is ergonomically designed to give you the best listening experience, whatever the weather, what ever you're doing.



Assets for you to use:

Sony wants to help you create rich engaging content when you review Xperia M2 and, as part of a commitment to making your life as easy as possible, a series of images that illustrate key elements of the smart phone have been included. These are all free for you to use at your discretion and are listed here:

Asset type	Description	Link
Image Gallery	M2 Product images	http://bit.ly/1ilF809
Image	Auto scene recognition image	http://bit.ly/SziYyp
Image	Exmor RS on / off comparison	http://bit.ly/1kL8tjb
Image	Smart social camera apps screenshot	http://bit.ly/1niDbVH
Image	4.8" qHD Display image	http://bit.ly/1opuBID
Image	Battery Stamina Mode on / off comparison	http://bit.ly/1qdtr1a

Legal

¹ “Class” is defined by Strategy Analytics as 4G smartphones less than 220 Euro MSRP/RRP at launch on global distribution. The Xperia™ M2 is powered by the Qualcomm® Snapdragon™ 400 processor with 1.2GHz quad-core CPUs, 4G LTE, 1GB RAM, 8GB NAND Flash memory, a 4.8-inch qHD display, 8MP camera and a 2330mAh battery, all in a slim 8.6mm design. Xperia™ M2 is best in class on device thickness, display size, camera resolution and processor cores. Xperia™ M2 specifications were verified against all other smartphones in the same class. Source: Strategy Analytics' SpecTRAX and PriceTRAX services, 29th January 2014. For more information on Strategy analytics results visit www.sonymobile.com/testresults/

² “Class” is defined by Strategy Analytics as 4G smartphones less than 220 Euro MSRP/RRP at launch on global distribution. The Xperia™ M2 is only 8.6mm thick. Xperia™ M2 specifications were verified against all other smartphones in the same class. Source: Strategy Analytics' SpecTRAX and PriceTRAX services, 29th January 2014. For more information on Strategy analytics results visit www.sonymobile.com/testresults/

³ “Class” is defined by Strategy Analytics as 4G smartphones less than 220 Euro MSRP/RRP at launch on global distribution. The Xperia™ M2 has an 8MP camera resolution and more enhanced camera and imaging functions than LG Optimus F5, Samsung Galaxy Ace 3 and Samsung Galaxy Express 2. Competitor devices were defined by Strategy Analytics as the top-selling smartphones globally in 2013 within this class. Source: Strategy Analytics, January 2014. For more information visit www.sonymobile.com/testresults/

⁴ “Class” is defined by Strategy Analytics as 4G smartphones less than 220 MSRP/RRP at launch on global distribution. The Xperia™ M2 has 8 MP camera resolution, equal to the best in its class. Xperia™ M2 specifications were verified against all other smartphones in the same class. Source: Strategy Analytics' SpecTRAX and PriceTRAX services, 29 January 2014. Source: Strategy Analytics, January 2014. For more information visit www.sonymobile.com/testresults/

⁵ Sony Entertainment Network services are subject to availability by region. Please visit www.sonyentertainmentnetwork.com for more details. The number of tracks available from this catalogue varies by country and may be fewer than stated.

⁶ Content offer subject to market availability. Movies offer available in 40 markets.