

Key Camera Features

Cyber-shot™ Camera Menu

Like all Cyber-shot™ products, the K550 camera is easy to use. In this slim, compact camera phone you will find a sensible camera menu with useful options typical of a Cyber-shot™ product: macro focus, burst, white balance, spot metering, self timer, to name a few. In camera mode, K550's camera settings are all easily accessed by pressing the left soft-key.

2 Megapixel Auto Focus Camera

Another cornerstone of the Cyber-shot™ reputation is picture quality. The K550's 2 megapixel camera, aided by the auto focus feature, captures crisp images good enough for print enlargements: 4x6, 5x7, even 8x10 inches.

The auto focus feature is easy to use: Hold the phone sideways in true camera shooting style and frame your subject, then press the camera button halfway down. When the framing square turns green, press the camera button all the way down to take the shot.

PhotoDJ™ and Adobe™ Photoshop™ Album Starter Edition

Shots not picture perfect? You can perform basic touch ups on the spot with the K550's convenient PhotoDJ™.

To use PhotoDJ™: After shooting the picture, select **More >Edit in PhotoDJ™***. Select an aspect such as light balance, brightness or contrast and adjust to your preference. Select **Save** to preserve the edited picture or **Undo** to start over with the original.

* To use PhotoDJ™ when not in camera mode, select **Menu Entertainment > PhotoDJ™ > Open**. Then, select which picture to edit.

Another useful tool included in the K550 kit is the Adobe™ Photoshop™ Album Starter Edition software. This allows you to edit and organize your K550 pictures on your PC.

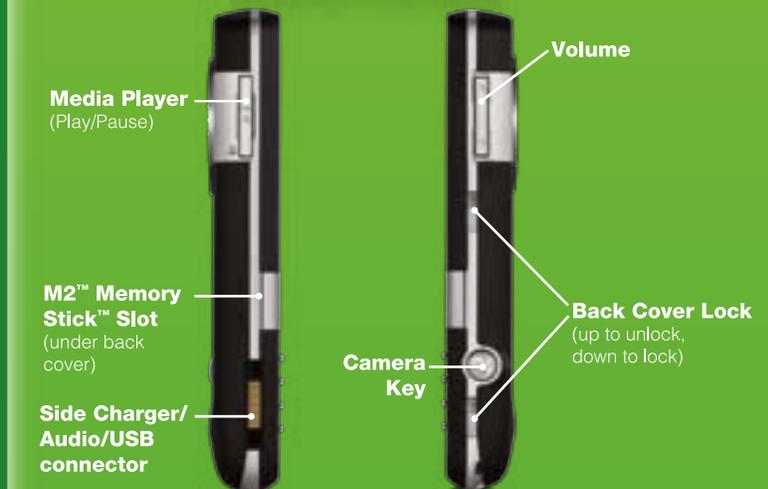
Google® Blogger®

It seems like everyone has a blog these days. Sony Ericsson has partnered with Google® Blogger® to make the mobile blogging experience easy. With your K550, publishing high resolution pictures is little more than shoot and send: Shoot a picture and select **More >Blog This**.

The first time you select **Blog This** you will encounter a couple of extra steps for blog setup. You will then receive an SMS message with useful information about your new blog, and a bookmark for viewing your new blog will be added in your K550's Internet browser.

PictBridge

Easily print your K550 pictures using the included USB cable and a PictBridge compliant printer. Within the K550's camera album (**Menu >File Manager >Camera Album**), scroll to the desired picture and select **More >Print >PictBridge**. Use the USB cable to connect your K550 to the printer, and the device will do the rest.





K550 Technical Specifications

System:	Quad-band GSM EDGE 850/900/1800/1900
Memory:	Phone Memory (user-free) up to 64 MB; Support for Memory Stick Micro™ (M2)™
Length:	4.01 inches (102 mm)
Width:	1.8 inches (46 mm)
Thickness:	.55 inch (14 mm)
Weight:	3.3 ounces (95 grams)
Screen:	262K color, 1.9 inches, 176x220 pixels
Colors:	Jet Black, Pearl White
Talk Time:	Up to 7 hours
Standby Time:	Up to 350 hours
*Kit Contents:	K550, battery, charger, USB cable and Stereo Portable handsfree, CD-ROM, user guide

*Kit contents may vary by service provider



Key (non-camera) Features

FM Radio and Music Player

Enjoy music on K550's FM radio with the included stereo portable hands-free. The hands-free cable actually works as an antenna to clearly pull in FM stations. Station presets let you customize the FM radio to your preferences. K550's FM radio is easily accessed by selecting the FM radio icon on K550's main menu. Within the FM radio, use the left/right navigation keys to scan stations. To save a station as a favorite, select **More >Save >Insert**. Use the up/down navigation keys to scroll through favorite stations.

If you prefer to listen to music from your personal collection, the K550's Music Player supports transfer of music files in popular formats such as MP3 and AAC from PC to phone. For this application, we recommend using Sony Ericsson's Disc2Phone software (available for free download at www.sonyericsson.com/support) and increasing memory capacity with Memory Stick Micro™ (M2)™.

For more information on transferring music to K550, refer to the user guide and www.sonyericsson.com/support

RSS Reader



With the K550's RSS reader, the latest Web news headlines are sent straight to your phone.

If a particular headline catches your interest, select the link to go to the web site and read the full story. Choose from pre-loaded RSS feeds (including Google® News) or easily add new ones of your choosing (look for the RSS icon on your favorite web sites for information on RSS availability). Access K550's RSS Reader by selecting **Menu >Messaging >RSS Reader**.

Accessories



Bluetooth® Technology with Stereo Streaming (A2DP Profile)

If K550's Music Player will be used frequently, consider upgrading to a Bluetooth® headset that supports stereo streaming.

The Sony Ericsson HBH DS-970 is a premium Bluetooth® headset with sensible design in both form and function. A built-in screen lets you easily view song titles and caller ID. The lightweight device hangs comfortably at chest level, with earbuds on separate lanyards to minimize tangling. Of course, Sony Ericsson also offers several models of voice-only (mono) Bluetooth® headsets.

To see the complete line of Sony Ericsson accessories, visit www.sonyericsson.com.



Memory Stick Micro™ (M2)™ support (optional accessory)

K550 has up to 64 MB of internal user memory for storage of your pictures, video clips, games and other media. If more memory is desired, you can increase.

K550's memory capacity by purchasing a Micro™ (M2)™ format Memory Stick. Memory Stick M2™ is currently available up to 4 GB.

For more information

Sony Ericsson's retail portal is a useful resource for the sales professional. There you will find product training, product images, press releases and more.

Visit www.sonyericsson.com/retail/us