



Yari™

Yari™

5 SECS Sell it in 5 seconds

A hands-free and motion gaming phone with 9 preloaded games.



Hands-free gaming

Play games by moving your body in front of the screen – your movements are translated into the game play

Share the fun

Hands-free and motion gaming keeps everyone entertained for hours with action on and off the screen

Loaded with games

Pre-loaded with lots of games and hundreds more are available for download. All directly from your standby screen

Full multimedia experience

Games, music, imaging, social networking. Get all the entertainment you need on this phone

30 SECS Sell it in 30 seconds

Take mobile gaming to the next level with the Sony Ericsson Yari™. The innovative hands-free gaming is a completely new way to play games on your mobile. Your motion off-screen translates into game play. The phone comes preloaded with lots of games and hundreds more are available for download whenever you want.

Why it's so good



- Play hands-free games like Tennis and Fitness with the secondary camera, or have a face-to-face chat through video calls
- The motion sensor adds a new dimension to motion games like NitroStreet Racing and Bowling
- Winning is easy with the dedicated A/B buttons, gaming shortcut keys and high grip belt lines for games like Bubble Town, Quadrapop, Guitar Rock Tour, LocoRoco and FIFA 10
- Thanks to PlayNow™ arena and HSDPA, you'll always be able to download the latest games
- The 5 megapixel camera lets you capture all your winning moments with ease

Sony Ericsson
make.believe



How they compare

Quick glance

Dimensions: 100 x 48 x 15.7mm
 Weight: 115g
 Display: 2.4" 262K TFT display, 240 x 320 pixel
 Imaging: 5 megapixel camera with up to 4x digital zoom, Auto-focus, Smile detection
 Memory: Up to 60MB internal memory, microSD™ support up to 8GB
 Connectivity: HSUPA, GSM talk time up to 13hrs, standby time up to 450hrs
 Applications: Music player, SensMe™, Shake control, Stereo speakers, TrackID™, aGPS, Geo-tagging and Google Maps™, Google™ search, YouTube™, Facebook™, Twitter™, Walk Mate, Picasa Web Albums™, share music over voice calls

Yari™	Samsung F480 Games Edition	Nokia 5630 XpressMusic
Preloaded with 9 games and 3 trial games	Preloaded with 5 games	Preloaded with 7 trial games
Hands-free, motion and standard games	Motion and standard games	Standard games
Dedicated gaming buttons	N/A	N/A
3G talk time up to 4hrs 30mins	3G talk time up to 3hrs	3G talk time up to 4hrs
Gaming stand included	N/A	N/A
GPS with aGPS support and Wayfinder Navigator™	N/A	N/A



Demonstrate it

Hands-free gaming

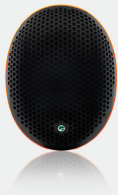
1. Access the preloaded hands-free game (Tennis or Fitness) on the phone.
2. Tell the customer that they can play games without touching the phone, using the same moves as they would in a real game.
3. Show the customer how to play the hands-free games.

Games carousel

1. Show the customer how they can access the games through the game carousel from the standby screen.
2. Demonstrate how to download new games through PlayNow™ arena, also direct from the idle screen.



Accessorise it



Outdoor Wireless Speaker MS500

Pump up the volume while on the move.



Digital Photo Frame IDP-100

Share your latest photos by wirelessly streaming it to the photo frame.

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