

## Sony Ericsson Mobile Communications International AB

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Sony Ericsson

### ◆ Senior Management

General Manager : **Tony Tai**

### ◆ Business Activities

Sony Ericsson Mobile Communications AB was established in 2001 by two industry giants Telefonaktiebolaget LM Ericsson and Sony Corporation. Drawing on the successful experience and innovation of its two parent companies, Sony Ericsson creates value for mobile communications operators around the world bringing new ways of using multimedia communications while mobile. Headquartered in London, and employs over 6,000 people across the globe engaging in the research, development, design, sales and marketing, and distribution of products in global markets and the rendering of comprehensive support services for customers around the world.

As for the Hong Kong market, Sony Ericsson launched its first joint mobile phone collection in March 2002. The sophisticated designs and superior quality of the products started a buying craze and Sony Ericsson quickly became a popular brand among Hong Kong consumers. Currently, Sony Ericsson has a product portfolio that serves different calibers of customers such as camera phones, practical phones and smartphones, catering the needs of different customers.

As a leading player in the mobile communications industry, Sony Ericsson will continue to apply cutting-edge technologies to offer mobile communications products for people who appreciate the possibilities of powerful technology.

## 新力愛立信移動通信公司

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### ◆ 高級管理人員

總經理：戴志通

### ◆ 業務概況

新力愛立信移動通信公司由愛立信集團和新力兩家極具實力的公司聯手，於2001年正式成立。汲取兩家母公司之成功經驗及再融合雙方的創新理念，新力愛立信一直致力為全球營運商提供全新流動多媒體通訊方式，不斷建立嶄新的價值。公司總部設於倫敦，全球僱員總數達6,000多人，負責全球性的產品研究、設計、開發、營銷和經銷渠道的拓展，為全球用家提供完善的客戶服務。

新力愛立信於2002年3月在港推出首批合作手機，憑藉產品的超凡設計及卓越的質素，旋即掀起搶購熱潮，迅速成為顧客心目中的熱門品牌。到目前為止，新力愛立信多元化的手機系列已涵蓋各個消費層，當中包括高質素的拍照手機、實用手機及智能手機等，全面照顧不同顧客的需要。

作為流動通訊領域之翹楚，新力愛立信將繼續憑藉卓越的技術，為顧客研製更高質素的通信產品，繼續為人們帶來無限的通信可能。