



i1-4
design concept

XPERIA Z Fourth Generation
The story of evolution - Comfort - Efficient - Quality - Iconic
Material - Technology - Ecosystem - Longevity



THE ELEMENTAL

XPERIA Z Fourth Generation

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design concept

XPERIA Z Fourth Generation
the story of evolution: Compact - Efficient - Quality Sound
Minimal - Technology - Sustainable - Simple

The New Metal Expression



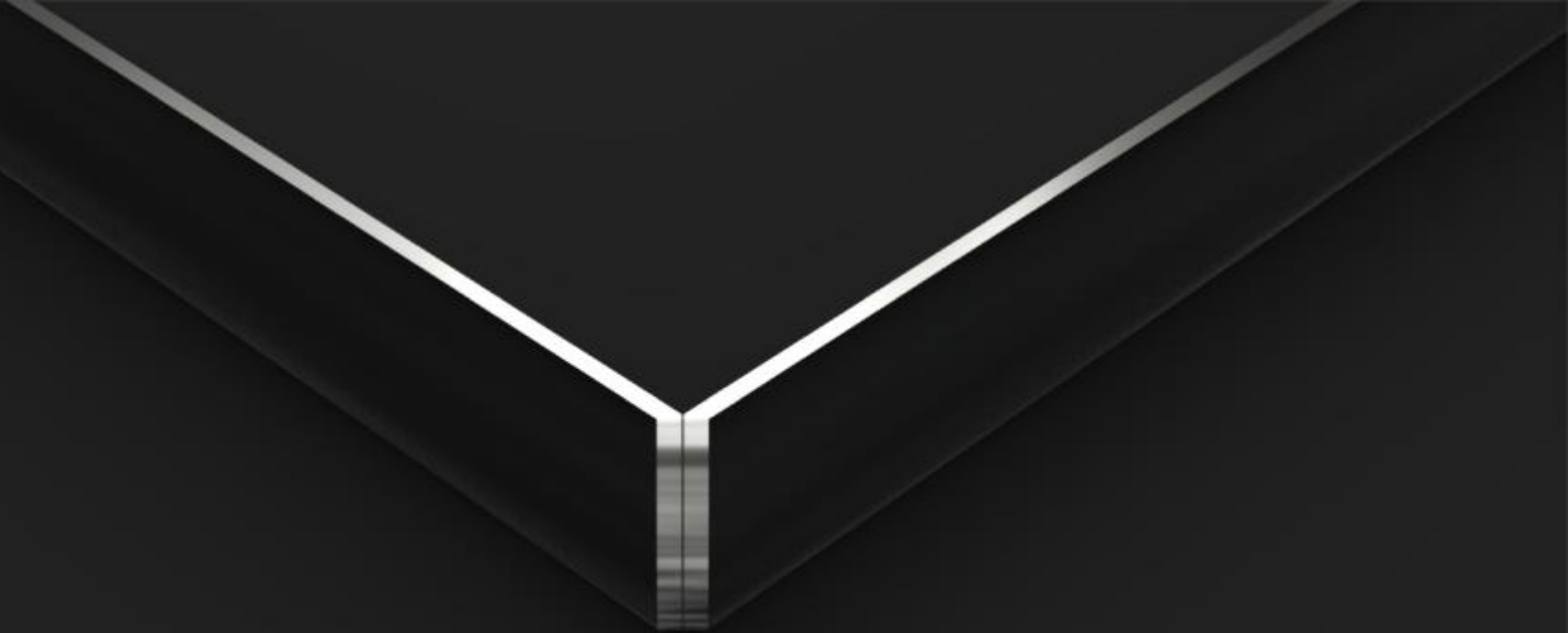
Making the metal more solid and sleek,
in high polished surfaces created by metal plating,
all we do this with a new anodizing technology.

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XPERIA Z Fourth Generation

The strong all-encompassing, Sleekness, Efficiency, Quality, Speed,
Mobility, Performance, Innovation, Intelligence

Y





Y.
to full screen.

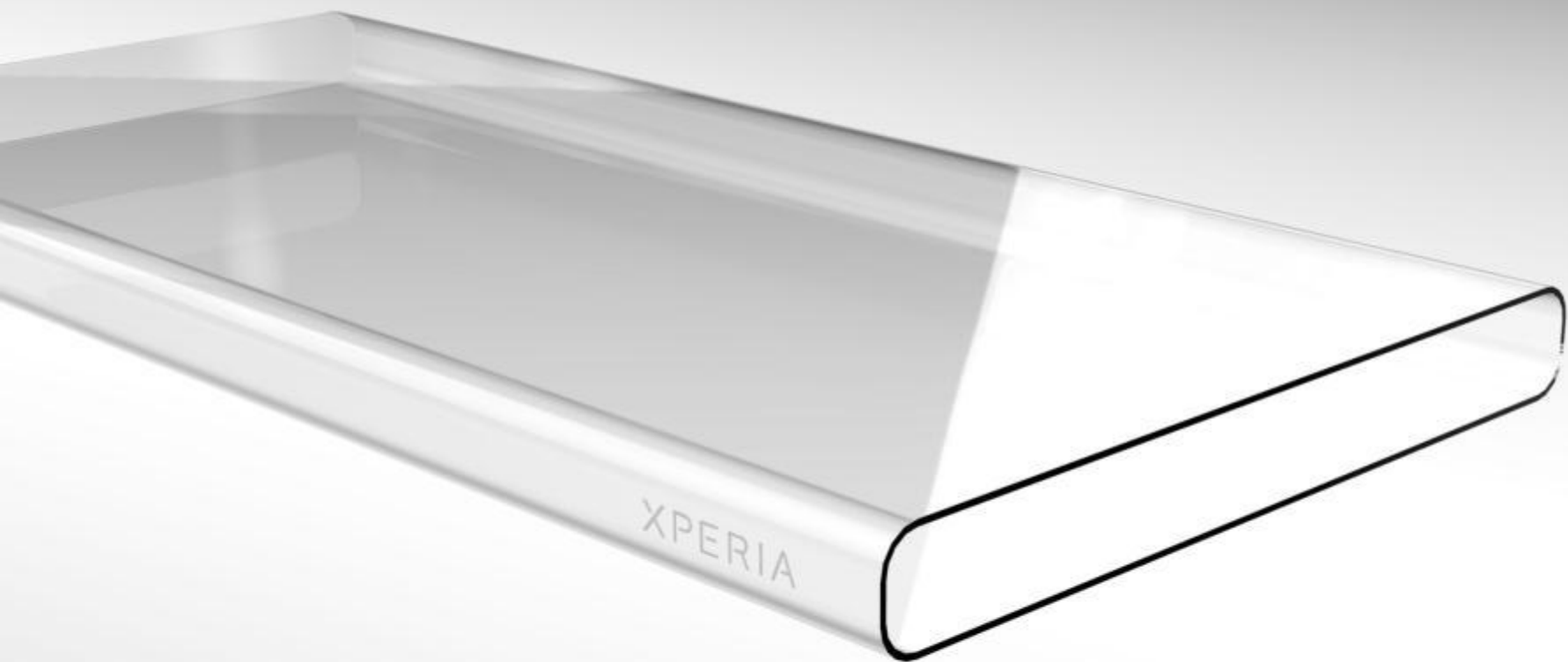


Intelligence

new device & form.

tube



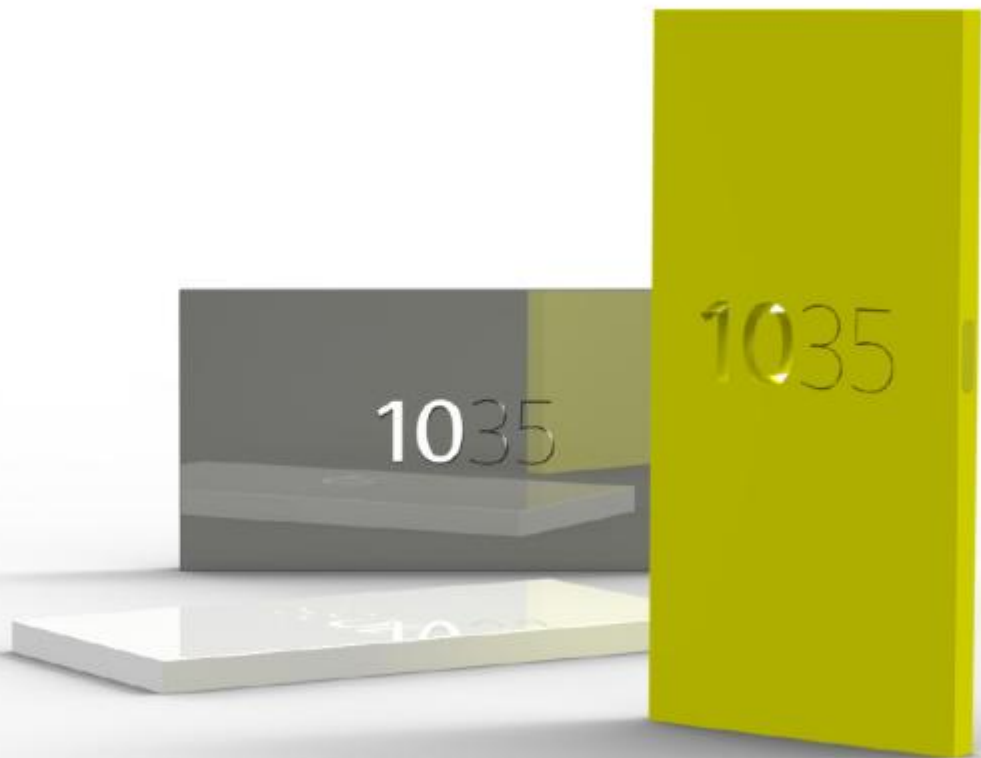




Seamless

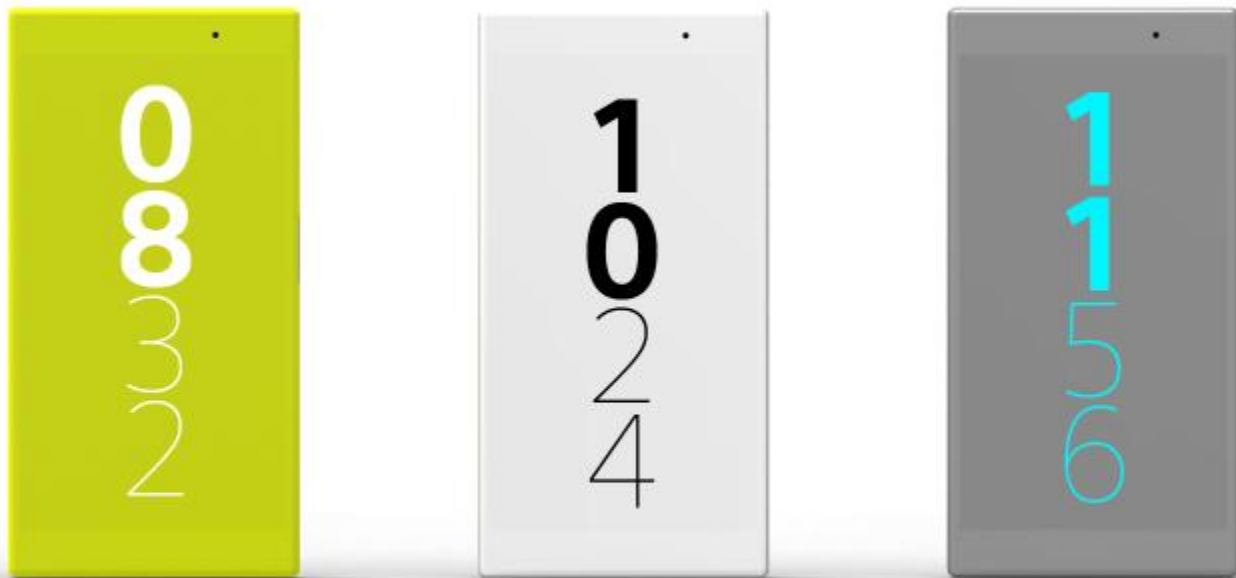
Integrated all details.

mono





MONO/More Solid/Gentle simplicity



MONO/New UI

glass





1.2mm Glass Panel

Mirror Front/Back

Resin Bezel

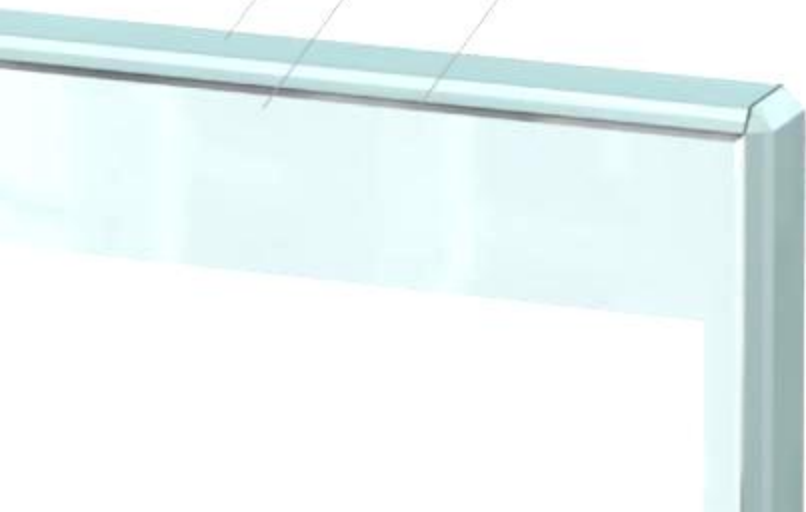


plate + human



solid/simplicity/flexible/soft + hardness

Solidity & Simplicity





Hardness + Softness

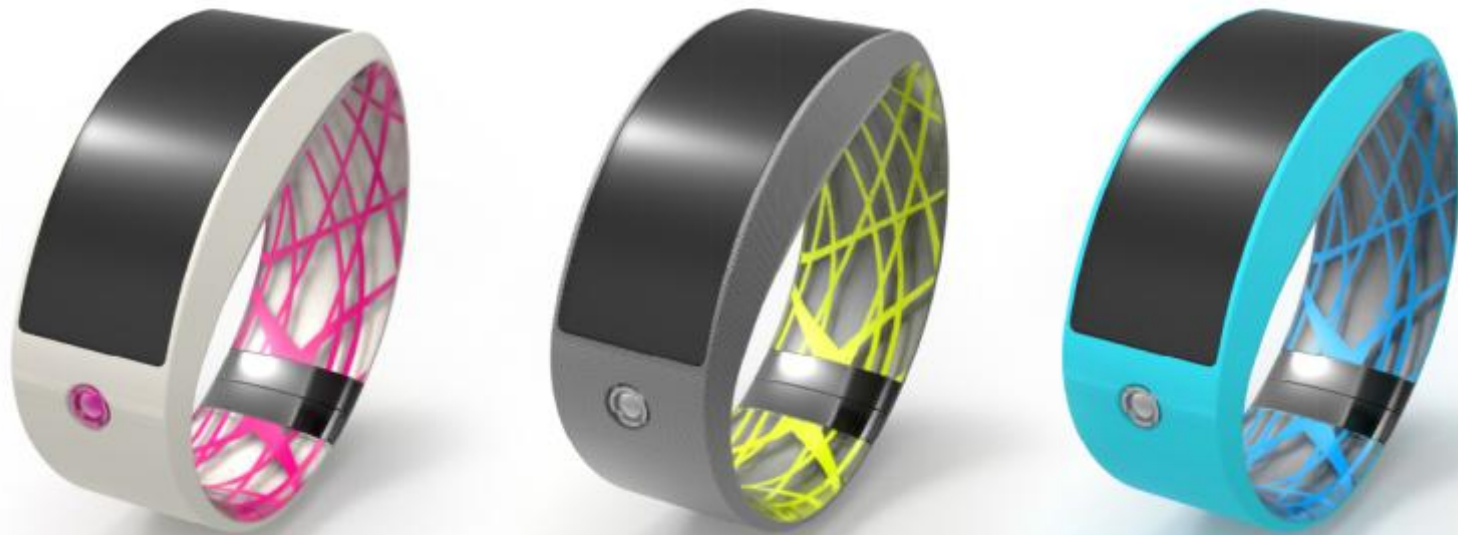


UI & CM

B. tapered loop



B. tapered loop



SmartSpeaker | Proposition-Alarm Clock

SONY



Alarm & Music
at Bed side



Confidential

SmartSpeaker | Proposition-Music & Call

SONY



One-touch Listening
& Hands Free Call

