

# Groove Machine

Sony Ericsson's latest high-end touchscreen Walkman mobile, the W960i, has just started selling.

The W960i is designed for 'experiencers', progressive mobile users looking for more features than most. It's an 8 Gig music phone with a touchscreen and entertainment optimised functions.

## Full Control

There's both a traditional style keypad and touchscreen, giving options on how to interact with the phone, plus a scroll wheel on the side as well. You get a bit addicted in using the scroll wheel after a bit of practice.

At first it feels a bit techie on the inside but moving a few things around and setting up shortcuts can make it feel more homey.

Increasingly, it's important to think along the lines of 'cool music phone', rather than 'smartphone'.

## Musical Talent

The first thing that must be said here is '8 Gig'. Yes, 8 Gig of on-board memory, allowing you to carry around 2000ish songs, depending on how much compression is used.

Fast USB transfer is an appealing feature, perhaps the fastest we've ever tried. Tracks seem to fly onto the W960i when being synced from a computer. Sony Ericsson claim that around 1 Gig of music can be transferred in three minutes.

As mentioned in the past, music menus should revolve around album art. Clicking on a cover when in 'now playing' mode in the W960i toggles between a large of thumbnail view of album art, depending on how much other music player detail you want to see.

There isn't a dedicated 3.5 mm moulding for deluxe headphones but such a connector is integrated into the hands-free cord.

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The W960i also includes WiFi capabilities, so you can watch online videos and download music at minimal cost around the home or office.

As mentioned, this product needs to be treated more like a groove machine than 'smartphone'. Part of reaching a broader audience is understanding how to drive it properly, an area where in-store staff can gain a lot of good will. Sony Ericsson now supplies a wide range of dual branded Walkman handsets ranging from prepaid to this 8 Gig, touchscreen groover.



Actual size