

Cute Chameleon

Sony Ericsson has also just released a cute little clamshell, their Z320i.

They say the Z320i is perfect for those who want a compact phone with a simple camera on-board for those impromptu photo moments.

Look & Feel

The Z320i is a nice little handset, one of the smallest on the market. Through replaceable covers, the look can be changed according to mood or if you just get sick of the same looking phone. Let's face it, most people keep their phone for at least a year - even prepaid products. So why not give it a bit of a refresh from time to time to make it seem new again?

We were supplied with four different sets of covers to play with: white with an intricate pattern, glossy black, silver and anodised red.

Quite a few people just want to make calls and send SMS, and the Z320i does these tasks simply, without a lot of extra clutter. As more than 200 phones are launched in our market each year,

it's a matter of matching the right product with the customer's needs. Some people don't want to spend extra and gain complication for things they don't need.

Features & Functions

Sony Ericsson's Z320i has all the essentials, including a 1.3 Megapixel camera. Even though a tiny phone, the screen and keypad buttons are still large enough to be functional. Ringer volume is pretty good and texting is easy.

The external screen only shows icons though, so you'll have to give important people their own unique ring tone to identify them when the phone's shut. It might help when you're busy and not in a position to take calls from just anyone.

Impression

This is an attractive little product for busy phone users. It's affordable and easy to use, but not at the expense of looking nice. A great stocking filler for Christmas.

Cute and flexible - phones are also fashion items, and everyone appreciates nice aesthetics.

