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Orange and Sony Ericsson team up to offer exclusive Christina Aguilera content

Orange and Sony Ericsson have cemented a partnership that will ensure the mobile phone operator gets first dibs on the new range of Walkman handsets

by Stuart Miles published on 3 March 2006

Orange and Sony Ericsson have cemented a partnership that will ensure the mobile phone operator gets first dibs on the new range of Walkman handsets in the UK when they launch later in the year. Orange customers will be able to get the new handsets within the Sony Ericsson Walkman phone portfolio, commencing with the W810i and W300i first or at the same time as one other operator when the launch later this year. The deal, announced by the companies today also includes the operator getting an exclusive interface for the phones as well as partnering on an exclusive nine-month European sponsorship deal with Christina Aguilera to promote it. Both companies aim to then offer exclusive mobile music content via the Orange World portal such as full-track downloads, exclusive remixes, unseen videos via streaming and download, ringtones, realtones and wallpaper to Orange customers.