

# SONY ERICSSON W880 CELL PHONE

## ULTRA-THIN THERMAL SOLUTION



Sony Ericsson W880 Walkman® Phone

Ultra-thin design  
0.37" (9.44 mm) thin



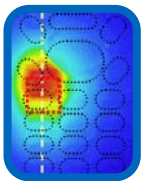
The new Sony Ericsson W880 Walkman® phone encountered a thermal challenge that required a lightweight and ultra-thin design. The solution was eGRAF SPREADERSHIELD natural graphite heat spreader.

**ACTUAL SIZE!**  
eGRAF  
SPREADERSHIELD  
heat spreader  
0.004"x3.09"x1.38"  
(0.1 x 78.55 x 35.15 mm)

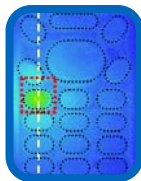


The SPREADERSHIELD ultra-thin design lowered the temperature gradient on the back side of the LCD, ensuring image quality and providing EMI shielding. This enabled Sony Ericsson to meet weight and thermal goals for both the display and chip components, making it one of the slimmest phones on the market.

### RESULTS FROM A SIMILAR HANDHELD APPLICATION



WITHOUT  
SPREADERSHIELD



WITH  
SPREADERSHIELD  
400 W/m-K

**REDUCED KEYPAD  
SURFACE TEMP BY 8°C!**

### BENEFITS OF IMPROVED INTERNAL THERMAL MANAGEMENT

- Device feels cooler → **improved user comfort**
- Improved battery Life → **longer calls**
- Brighter LEDs → **improved picture quality and camera performance**
- Increased reliability → **decreased field failures**

**Email us at [egraf@graftech.com](mailto:egraf@graftech.com) to request a sample today!**