Sony Ericsson

Company Internal
MARKING DRAWING
No.

Prepared (also subject responsible if other)				
SEM/CVVGP, Anna Englund		1245-6363 Uen		
Approved	Checked	Date	Rev	Reference
SEM/CVVGP, Anna Englund		2010-12-28	1	11

MT15i, Mobile Phone label, ROW, made in...

1 General information

Mobile Phone label part no	• **1240-9989**
Mobile Phone label content part no	• **1245-6363**
Bar code	• **Print quality:** according to COSMETIC GUIDELINE – Bar code labels document 1222-6072 Uen • **Quiet zone:** No bar codes are allowed to be closer to a label edge than 4 mm!
Text	If applicable, or nothing else specified, Zebra printer Scaleable Smooth Font CG Triumvirate Bold Condensed is imposed. When needed, the text is adjusted to fit the label.
Coordinates	"(x/y)" under each line number specifies the bottom / left alignment for text, graphics and bar codes, x is measured vertically, and y horizontally from the upper left corner of the label (landscape format), both in mm. When needed, the alignment is adjusted to fit the label.

MLCI= Main Label Content Information Document

2 Printing information

	Content	Format
Line 1 *(10,0/9,5)*	SIM-card logo	Graphics height 7,0mm acc to 1001-6195
Line 2a *(13,0/3,0)*	Sony Ericsson stylized name.	Graphics, height 1,5 mm. According to 1200-1925
Line 2b *(13,0/21,0)*	Model Name "MT15i"	Text, height 1,2 mm. *According to Chapter 1 in MLCI.*
Line 3a *(15,0/3,0)*	Product number of the Sales Item in which the phone is packed, if applicable. "SI XXXX-XXXX"	Text, height 1,2 mm.
Line 3b *(15,0/21,0)*	Location code of where the phone is flashed, if applicable, "XXX"	Text, height 1,2 mm.
Line 4a *(21,0/3,0)*	"TYPE: AAD-3880100-BV"	Text, height 1,2 mm. *According to Chapter 1 in MLCI.*
Line 4b *(21,0/21,0)*	HW & SW identification field, if applicable; "FFGG"	Text, height 1,2 mm. According to Type-testing report under Product Model Specifying Documents
Line 5a *(23,0/3,0)*	"FCC ID: PY7A3880100"	Text, height 1,2 mm. *According to Chapter 1 in MLCI.*
Line 5b *(23,0/21,0)*	Production week (flash), "yy'W'ww" (yy = year, ww = week)	Text, height 1,2 mm.
Line 6a *(25,0/3,0)*	"IC: 4170B-A3880100"	Text, height 1,2 mm. *According to Chapter 1 in MLCI.*
Line 6b *(25,0/21,0)*	Repair week, if applicable. "Ryy'W'ww" (yy = year, ww = week)	Text, height 1,2 mm.

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Line 7 *(30,0/4,0)*	Line 7 in bar code, according to line 8a. As desired by supplier (e.g. only actual number).	Bar code, height 2,0 mm. As desired by supplier (e.g. Code 128 symbology).
Line 8a *(32,0/4,0)*	Supplier's identification for trace-ability of the telephone, as desired by supplier (e.g. "S/N: nnn…." for serial number).	Text, height 1,5 mm. Defined by supplier.
Line 8b *(32,0/18,0)*	Actual electronic serial number (IMEI) of the mobile phone, "00000000-000000-0"	Text, height 1,5mm. In the format TAC-SNR-CD. TAC and SNR derived from pos 500 in BOM. CD = check digit according to the Luhn formula (ISO/IEC 7812), GSM 02.16.
Line 9 *(35,0/4,0)*	Line 8 in bar code, according to line 7b. As desired by supplier (e.g. only actual number).	Bar code, height 2,0 mm. As desired by supplier (e.g. Code 128 symbology).
Line 10a *(41,0/3,0)*	CE approval symbol, the NB-"0682" and "Alert Symbol" in one artwork	Graphics, height 5 mm. According to 1242-7470
Line 10b *(41,0/37,0)*	WEEE trashcan without bar symbol	Graphics, min. height 5mm, according to 1202-5537.
Line 11 *(45,0/3,0)*	Marking of origin; "Made in Xxx" "Xxx" = actual country of production of the included telephone, in English	Text, height 1,2 mm.

3   Layout

The conceptual picture (for Zebra 90XiII printer, or equivalent) should not be considered as specifications, but as an additional help for setting up the label.

3.1   Conceptual picture

double underlined = major changes since last revision.

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Confidential
MARKING DRAWING

1(1)

Document number
1245-6363 Uen

Revision
C

Prepared by

Date
2010-12-28

Contents responsible if other than preparer
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Remarks

Label placement

To find the label follow these steps:

1. Remove the cover on the rear side of the product.

2. Remove the battery.

3. The label is located behind the battery.

Place for battery

Label placement

Rear side of the phone