Sony Ericsson

Company Internal
MARKING DRAWING
No.

Prepared (also subject responsible if other)

SEM/CVVGP, Anna Englund | 1249-0264 Uen

Approved		Checked	Date	Rev	Reference
SEM/CVVGP, Anna Englund			2011-04-01	1	2

SK17i, Mobile Phone label content, ROW

1   General information

Mobile Phone label part no	• **1243-7509**
Mobile Phone label content part no	• **1249-0263**
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 2 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

2   Information

		Content	Format
Line 1a *(3,0/16,0)*		Sony Ericsson stylized name.	Graphics, height 1,5 mm. According to 1200-1925.
Line 1b *(3,0/33,0)*		Model Name "SK17i"	Text, height 1,2 mm. *According to Chapter 1 in MLCI.*
Line 2b *(5,0/16,0)*		Product number of the Sales Item in which the phone is packed, if applicable. "SI XXXX-XXXX"	Text, height 1,2 mm.
Line 2b *(5,0/33,0)*		Location code of where the phone is flashed, if applicable, "XXX"	Text, height 1,2 mm.
Line 3a *(7,0/2,0)*		SIM-card logo	Graphics height 6,0mm, acc to 1001-4476, rotated 90 degrees
Line 3b *(7,0/16,0)*		Type number of the phone, "TYPE: AAD-3880104-BV".	Text, height 1,2 mm. According to Chapter 1 in MLCI.
Line 3c *(7,0/33,0)*		HW & SW identification field, if applicable; "FFGG"	Text, height 1,2 mm. According to Type-testing report under Product Model Specifying Documents
Line 4 *(8,3/10,15)*		A square shaped hole in the drawing, already made in the label material	4,00x4,50 mm
Line 5a *(9,0/16,0)*		"FCC ID: PY7A3880104"	Text, height 1,2 mm. *According to Chapter 1 in MLCI.*
Line 5b *(9,0/33,0)*		Production week (flash), "yy'W'ww" (yy = year, ww = week)	Text, height 1,2 mm.
Line 6a *(10,5/16,0)*		"IC: 4170B-A3880104"	Text, height 1,2 mm. *According to Chapter 1 in MLCI.*

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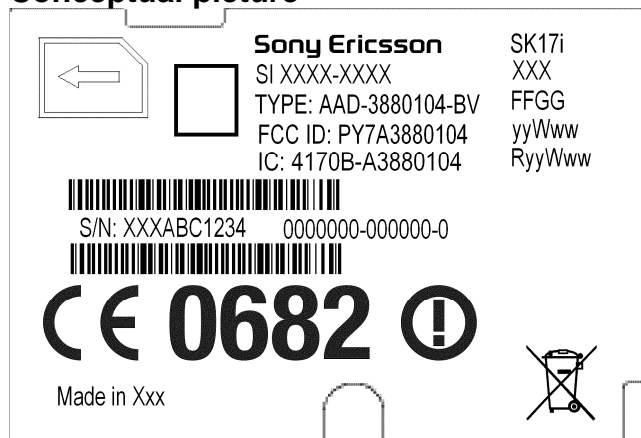|		
Line 6b *(10,5/33,0)*	Repair week, if applicable. "RyyWww" (yy = year, ww = week)	Text, height 1,2 mm.
Line 7 *(13,5/4,0)*	Line 8a in bar code. As desired by supplier (e.g. only actual number).	Bar code, height 2,0 mm. As desired by supplier (e.g. Code 128 symbology).
Line 8a *(15,0/5,0)*	Supplier's identification for trace-ability of the telephone, as desired by supplier (e.g. "S/N: nnn…." for serial number).	Text, height 1,2 mm. Defined by supplier.
Line 8b *(15,0/18,0)*	Actual electronic serial number (IMEI) of the mobile phone, "00000000-000000-0"	Text, height 1,2 mm. 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 *(17,5/4,0)*	Line 8b in bar code (only actual number, without data identifier).	Bar code, height 2,0 mm. Code 128 symbology, code C subset. If uneven number of digits, code B subset shall be used for the last digit.
Line 10 *(23,0/2,0)*	CE approval symbol, the NB-"0682" and "Alert Symbol" in one artwork	Graphics, height 5 mm. According to 1242-7470
Line 11 *(26,0/3,0)*	Marking of origin. "Made in Xxx"; "Xxx" = actual country of production of the included telephone, in English	Text, height 1,2 mm.
Line 12 *(27,0/34,0)*	WEEE trashcan without bar symbol	Graphics, min. height 5mm, according to 1202-5537.

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

<u><u>double underlined</u></u> = major changes since last revision.