

Sony Mobile Communications

Company Internal

Prepared (also subject responsible if other)

No.

Flora Kang (28848956)

1266-6705

Approved

Checked

Date

Rev

Reference

Flora Kang (28848956)

2012-07-04

2

2

## ST21i, Mobile Phone Label Content

### 1 General information

|                                   |  |
|-----------------------------------|--|
| <b>Mobile Phone label part no</b> | <ul style="list-style-type: none"> <li>1256-9509</li> </ul>  |
| <b>Bar code</b>                   | <ul style="list-style-type: none"> <li><b>Print quality:</b> according to COSMETIC GUIDELINE – Bar code labels document 1222-6072 Uen</li> <li><b>Quiet zone:</b> No bar codes are allowed to be closer to a label edge than 2 mm!</li> </ul>  |
| <b>Text</b>                       | 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.  |
| <b>Coordinates</b>                | “(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. |

### nMLCI=Main Label Content Information

### 2 Information

|                               | Content   | Format   |
|-------------------------------|---|--|
| <b>Line 1a</b><br>(18,0/3,0)  | SONY stylized name.   | Graphics, height 2,0 mm.<br>According to 1263-9535.  |
| <b>Line 1b</b><br>(18,0/21,0) | Model Name<br>“ST21i”   | Text, height 1,2 mm.<br><i>According to Chapter 1 in MLCI.</i>   |
| <b>Line 2a</b><br>(20,5/3,0)  | Type number of the phone,<br>“TYPE: PM-0130-BV”.  | Text, height 1,2 mm.<br><i>According to Chapter 1 in MLCI.</i>   |
| <b>Line 2b</b><br>(20,5/21,0) | HW & SW identification field, if applicable;<br>“EFF”   | Text, height 1,2 mm.<br><i>According to Type-testing report under Product Model Specifying Document</i>  |
| <b>Line 3a</b><br>(22,5/3,0)  | “FCC ID: PY7PM-0130”  | Text, height 1,2 mm.<br><i>According to Chapter 1 in MLCI.</i>   |
| <b>Line 3b</b><br>(22,5/21,0) | Production week (flash), “yyWww”<br>(yy = year, ww = week)  | Text, height 1,2 mm.   |
| <b>Line 4a</b><br>(24,5/3,0)  | “IC: 4170B-PM0130”  | Text, height 1,2 mm.<br><i>According to Chapter 1 in MLCI.</i>   |
| <b>Line 4b</b><br>(24,5/21,0) | Location code of where the phone is flashed, if applicable,<br>“XXX”  | Text, height 1,2 mm.   |
| <b>Line 5a</b><br>(26,5/3,0)  | Product number without revision of the Sales Item in which the phone is packed, if applicable.<br>“SI XXXX-XXXX”              | Text, height 1,2 mm.   |
| <b>Line 5b</b><br>(26,5/21,0) | Marking of origin.<br>“Made in Xxx”;<br>“Xxx” = actual country of production of the included telephone, in English            | Text, height 1,2 mm.   |
| <b>Line 6</b><br>(30,0/5,0)   | Line 7a in bar code.<br>As desired by supplier (e.g. only actual number).   | Bar code, height 2,0 mm.<br>As desired by supplier (e.g. Code 128 symbology).  |
| <b>Line 7a</b><br>(32,0/3,0)  | 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.<br>Defined by supplier.   |
| <b>Line 7b</b><br>(30,0/18,0) | Actual electronic serial number (IMEI) of the mobile phone,<br>“00000000-000000-0”  | Text, height 1,2 mm.<br>In the format TAC-SNR-CD.<br>TAC and SNR derived from pos 500 in BOM.<br>CD = check digit according to the Luhn formula (ISO/IEC 7812), GSM 02.16. |

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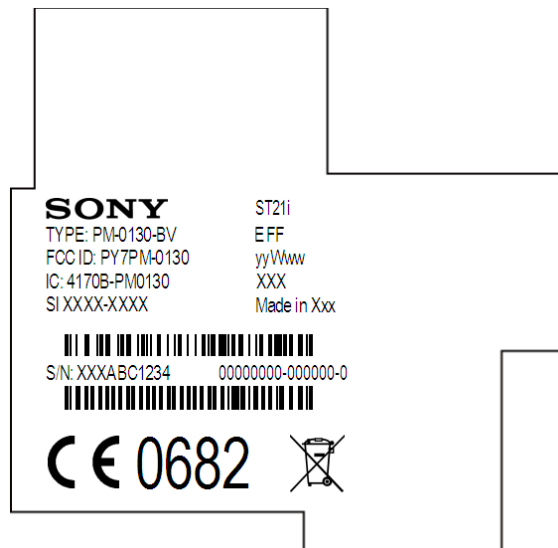
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|                               |  |  |
|-------------------------------|--|--|
| <b>Line 8</b><br>(34,0/5,0)   | Line 7b in bar code (only actual number, without data identifier). | Bar code, height 2,0 mm.<br>Code 128 symbology, code C subset. If uneven number of digits, code B subset shall be used for the last digit. |
| <b>Line 9a</b><br>(41,0/3,0)  | CE approval symbol   | Graphics, height 5 mm.<br>According to 1210-0131.  |
| <b>Line 9b</b><br>(41,0/11,0) | The notified body number "0682"                                    | Text, height 5,0 mm.   |
| <b>Line 9c</b><br>(41,0/24,0) | WEE trashcan without bar symbol                                    | Graphics, height 5,0 mm,<br>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



double underlined = major changes since last revision.