

Prepared (also subject responsible if other)

Flora Kang (28848956)

Approved

Flora Kang (28848956)

Company Internal
MARKING DRAWING
No.

1265-6997

Date

2012-07-06

Rev

2

Reference

Checked

2

ST23i, Mobile Phone Label Content

1 General information

Mobile Phone label part no	<ul style="list-style-type: none"> 1262-2727
Bar code	<ul style="list-style-type: none"> 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 (14,0/7,0)	SONY stylized name.	Graphics, height 2,0 mm. According to 1263-9535.
Line 1b (14,0/23,5)	Model Name “ST23i”	Text, height 1,2 mm.
Line 2a (17,0/7,0)	Type number of the phone, “TYPE: PM-0180-BV”.	Text, height 1,2 mm.
Line 2b (17,0/23,5)	HW & SW identification field, if applicable; “EFF”	Text, height 1,2 mm. According to Type-testing report under Product Model Specifying Document
Line 3a (19,0/7,0)	“FCC ID: PY7PM-0180”	Text, height 1,2 mm.
Line 3b (19,0/23,5)	Location code of where the phone is flashed, if applicable, “XXX”	Text, height 1,2 mm.
Line 4a (21,5/7,0)	“IC: 4170B-PM0180”	Text, height 1,2 mm.
Line 4b (21,5/23,5)	Production week (flash), “yyWww” (yy = year, ww = week)	Text, height 1,2 mm.
Line 5 (24,0/7,0)	Product number without revision of the Sales Item in which the phone is packed, if applicable. “SI XXXX-XXXX”	Text, height 1,2 mm.
Line 6 (27,0/7,0)	Line 7a 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 7a (30,0/7,0)	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 7b (30,0/23,5)	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 8 (33,0/7,0)	Line 7b 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 9a (39,5/7,0)	CE approval symbol	Graphics, height 5 mm. According to 1210-0131.

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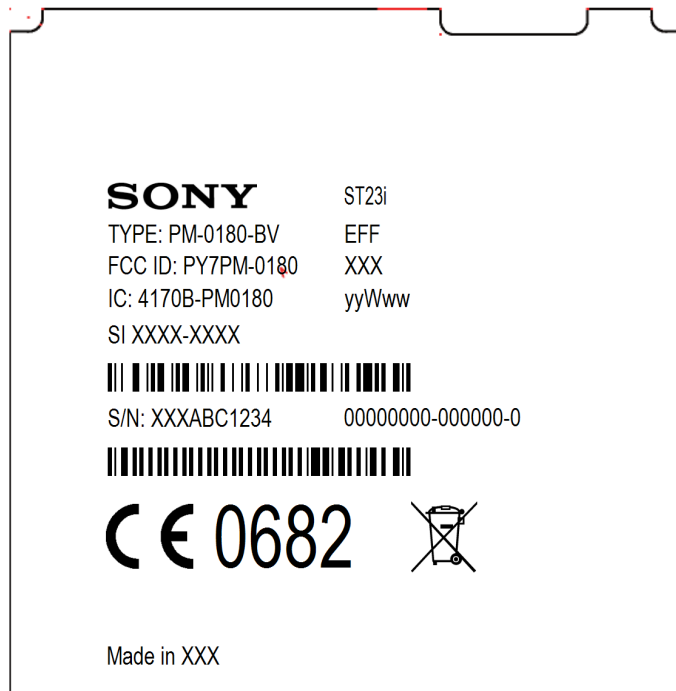
2

Line 9b (39,5/14,5)	The notified body number "0682"	Text, height 5,0 mm.
Line 9c (39,5/28,0)	WEE trashcan without bar symbol	Graphics, height 5,0 mm, According to 1202-5537.
Line 10 (46,5/7,0)	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 90Xill 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.