SONY

Sony Mobile Communications

Company Internal

Prepared (also subject responsible if other)		No.			
Flora Kang (28848956)		1275-3544			
Approved	Checked	Date	Rev	Reference	
Flora Kang (28848956)		2013-04-11	1		4

M35c, Mobile Phone Label Content, Made in, Xin

1 General information

Mobile Phone label part no	• 1268-5003
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.

(Printed vertically in left column: "P r i n t t i o n")

MLCI=Main Label Content Information

2 Information

	Content	Format
Line 1a *(2,5/1,0)*	SONY stylized name.	Graphics, height 2 mm. According to 1263-9535.
Line 1b *(2,5/28,5)*	Model name, "Model:"	Text, height 1,2 mm.
Line 1c *(2,5/29,5)*	Model name, "M35c"	Text, height 1,2 mm. According to Chapter 1 in MLCI.
Line 2a *(4,5/1,0)*	Type number of the phone, "TYPE: PM-0370-BV".	Text, height 1,2 mm. According to Chapter 1 in MLCI.
Line 2b *(4,5/13,0)*	HW & SW identification field, if applicable; "EFF"	Text, height 1,2 mm. According to Type-testing report under Product Model Specifying Document
Line 2c *(4,5/25,0)*	Production week (flash), "yyWww" (yy = year, ww = week)	Text, height 1,2 mm.
Line 2d *(4,5/32,5)*	Repair week, if applicable. "Ry'W'ww" (y = year, ww = week)	Text, height 1,2 mm.
Line 3a *(6,5/1,0)*	"FCC ID: PY7PM-0370"	Text, height 1,2 mm. According to Chapter 1 in MLCI.
Line 3b *(6,5/25,0)*	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 3c *(6,5/35,0)*	Location code of where the phone is flashed, if applicable, "XXX"	Text, height 1,2 mm.
Line 4a *(8,5/1,0)*	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 4b *(8,5/25,0)*	Marking of origin. "Made in Xxx"; "Xxx" = actual country of production of the included telephone, in English	Text, height 1,2 mm.

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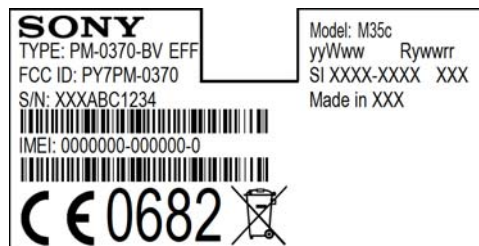| Prepared (also subject responsible if other)			No.		
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Line 5 *(10,5/2,0)*	Line 4a in bar code. As desired by supplier (e.g. only actual number).	Bar code, height 2,0 mm. As desired by supplier (e.g. Code 128 symbology).
Line 6 *(12,5/1,0)*	Actual electronic serial number (IMEI) of the mobile phone, "IMEI: 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 7 *(14,5/2,0)*	Line 6 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 *(19,5/1,0)*	CE approval symbol	Graphics, height 5 mm. According to 1210-0131.
Line 9b *(19,5/8,0)*	The notified body number "0682"	Text, height 5,0 mm.
Line 9d *(19,5/25,0)*	WEE trashcan without bar symbol	Graphics, height 5,0 mm, 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.