



Prepared (also subject responsible if other)

SEM/BGLDB, Delia Aulio

Approved

SEM/BGLDB, Delia Aulio

Checked

Company Internal  
MARKING DRAWING  
No.

1209-3507 Uen

Date

2008-03-12

Rev

3

Reference

4

Approved according to 000 21-LXE 107 42/1

## W350i, Mobile Phone label content, Made in...

### 1 General information

The format of the label is based on a label 1203-2575.

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.

All bar codes, when applicable, are according to Ericsson corporate standard 102 01-109 Uen. All bar codes shall fulfil minimum print quality C according to ANSI X3.182-1990 as stated in Ericsson corporate standard 102 01-1003 Uen. No bar codes are allowed to be closer to a label edge than 2 mm! (quiet zone).

"(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 1a<br>(2,3/2,0)  | Sony Ericsson stylized name.                                                                                          | Graphics, height 1,4 mm.<br>According to 1200-1925                                                          |
| Line 1b<br>(2,3/14,0) | Model Name<br>"W350i"                                                                                                 | Text, height 1,2 mm.                                                                                        |
| Line 1C<br>(2,3/20,0) | Product number of the Sales Item<br>in which the phone is packed, if<br>applicable, without R state<br>"SI XXXX-XXXX" | Text, height 1,2 mm.                                                                                        |
| Line 2a<br>(4,3/2,0)  | Type number of the phone,<br>"Type: AAB-1022121-BV".                                                                  | Text, height 1,2 mm.                                                                                        |
| Line 2b<br>(4,3/18,3) | HW & SW identification field, if<br>applicable;<br>"FG"                                                               | Text, height 1,2 mm.<br><i>According to Type-testing report under<br/>Product Model Specifying Document</i> |
| Line 2c<br>(4,3/23,0) | Location code of where the phone<br>is flashed, if applicable,<br>"XXX"                                               | Text, height 1,2 mm.                                                                                        |
| Line 3a<br>(6,0/2,0)  | "FCC ID: PY7 A1022121"                                                                                                | Text, height 1,2 mm.                                                                                        |



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|                        |                                                                                                                                         |                                                                                                                                                                                  |
|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Line 3b<br>(6,0/18,3)  | Production week (flash), "yy'W'ww"<br>(yy = year, ww = week)                                                                            | Text, height 1,2 mm.                                                                                                                                                             |
| Line 4a<br>(7,6/2,0)   | "IC: 4170 B-A1022121"                                                                                                                   | Text, height 1,2 mm.                                                                                                                                                             |
| Line 4b<br>(7,6/18,3)  | Repair week, if applicable.<br>"Ry'W'ww"<br>(y = year, ww = week)                                                                       | Text, height 1,2 mm.                                                                                                                                                             |
| Line 5<br>(9,8/3,8)    | Line 7a in bar code.<br>As desired by supplier (e.g. only<br>actual number).                                                            | Bar code, height 2,0 mm.<br>As desired by supplier (e.g. Code 128<br>symbolology).                                                                                               |
| Line 6a<br>(11,3/2,0)  | Supplier's identification for trace-<br>ability of the telephone, as desired<br>by supplier (e.g. "S/N: nnn...." for<br>serial number). | Text, height 1,2 mm.<br>Defined by supplier.                                                                                                                                     |
| Line 6b<br>(11,3/14,6) | Actual electronic serial number<br>(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<br>BOM.<br>CD = check digit according to the Luhn<br>formula (ISO/IEC 7812), GSM 02.16. |
| Line 7<br>(13,5/3,8)   | Line 7b in bar code<br>(only actual number, without data<br>identifier).                                                                | Bar code, height 2,0 mm.<br>Code 128 symbolology, code C subset. If<br>uneven number of digits, code B subset<br>shall be used for the last digit.                               |
| Line 8a<br>(19,2/7,7)  | CE approval symbol                                                                                                                      | Graphics, height 5 mm.<br>According to 1210-0131.                                                                                                                                |
| Line 8b<br>(19,2/15,0) | The notified body number "0682"                                                                                                         | Text, height 1,2 mm.                                                                                                                                                             |
| Line 9a<br>(23,0/2,5)  | Memory stick logo                                                                                                                       | Graphics height 8,0mm<br>According to 1207-6616 document                                                                                                                         |
| Line 9b<br>(23,0/8,5)  | Marking of origin.<br>"Made in Xxx";<br>"Xxx" = actual country of<br>production of the included<br>telephone, in English                | Text, height 1,2 mm.                                                                                                                                                             |



Sony Ericsson

3 (5)

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|                        |               |                                                          |
|------------------------|---------------|----------------------------------------------------------|
| Line 9c<br>(23,0/26,5) | SIM-card logo | Graphics height 8,0mm<br>According to 1210-0475 document |
|------------------------|---------------|----------------------------------------------------------|



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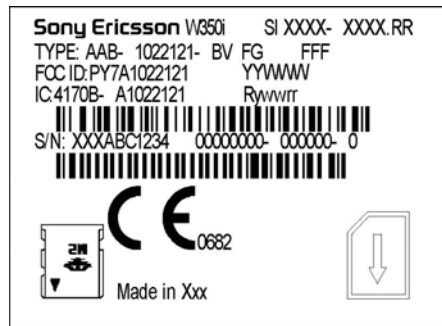
Reference

4

### 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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### 3.2 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.

