



Prepared (also subject responsible if other)

SEM/BGLDB, Delia Aulio

Approved

SEM/BGLDB, Delia Aulio

Checked

Company Internal
MARKING DRAWING
No.

XXXX-XXXX Uen

Date

2008-05-07

Rev

1

Reference

3

Approved according to 000 21-LXE 107 42/1

W980, Mobile Phone label content, Made in...

1 General information

The format of the label is based on a label 1204-3473.

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 (6,0/2,0)	Sony Ericsson stylized name.	Graphics, height 1,4 mm. According to 1200-1925
Line 1b (6,0/14,0)	Model Name "W980"	Text, height 1,2 mm.
Line 2a (8,0/2,0)	Product number of the Sales Item in which the phone is packed, if applicable, without R state "SI XXXX-XXXX"	Text, height 1,2 mm.
Line 2b (8,0/25,0)	SIM-card logo	Graphics, height 8,0 mm. According to 1200-9812. Rotated 90° counter clockwise.
Line 3a (10,0/2,0)	Type number of the phone, "Type: AAD-3052091-BV".	Text, height 1,2 mm.
Line 3b (10,0/18,0)	HW & SW identification field, if applicable; "FFGG"	Text, height 1,2 mm. <i>According to Type-testing report under specifying document in product model.</i>
Line 3c (10,0/22,5)	Location code of where the phone is flashed, if applicable, "XXX"	Text, height 1,2 mm.



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Line 4a (12,0/2,0)	"FCC ID: PY7A3052091 "	Text, height 1,2 mm.
Line 4b (12,0/18,0)	Production week (flash), "yy'W'ww" (yy = year, ww = week)	Text, height 1,2 mm.
Line 5a (14,0/2,0)	"IC: 4170B-A3052091 "	Text, height 1,2 mm.
Line 5b (14,0/18,0)	Repair week, if applicable. "Ry'W'ww" (y = year, ww = week)	Text, height 1,2 mm.
Line 6 (17,7/3,7)	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 (20,0/2,0)	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 (20,0/17,0)	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 8 (22,6/3,7)	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 (28,0/15,0)	CE approval symbol	Graphics, height 5 mm. According to 1210-0131.
Line 9b (28,0/21,7)	The notified body number "0682"	Text, height 1,2 mm.
Line 10 (30,0/2,0)	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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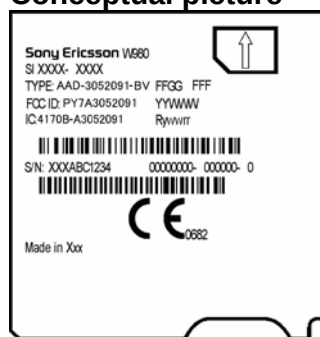
Reference

3

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.

