

Sony Claims "Best Selfie Smartphone"

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11. July 2014

Sony boasts the Xperia C3 is the best smartphone around for customers wanting to take self portraits (or "selfies"), thanks to a so called "PROselfie cam" and selfie-optimised apps.



The front-facing camera features a 5MP sensor, wide-angle lens, a soft LED flash and what Sony describes as a Superior Auto mode.

A Portrait Retouch app allows for photo editing and posting with 10 different "Deco" frames, while an AR effect app provides "unlimited fun." Or so Sony says, at any rate.

As for actual smartphone features these include a 5.5-inch 720p IPS display, 1.2GHz Qualcomm processor, 1GB RAM, 8GB storage (expandable to 64GB via microSD), dual-SIM support, NFC and Bluetooth connectivity, and a 2500mAh battery.

The OS of choice is Android 4.4.2.

The Xperia C3 launches on August 2014 in China, with global rollout to follow sometime afterwards.

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