

Sony Unveils 3D Gaming Phone

Sony Ericsson has announced the first ever PlayStation smartphone capable of multiple player mobile gaming - in 3D.

The Xperia Play was unveiled as one of eight Android-based phones the brand will launch this year.

As the latest market offering to take on the iPhone, it will have a touchscreen phone panel like its rivals but its competitive advantage will come from its slide-out gaming control.

The phone will have a full PlayStation control system, including shoulder buttons, action buttons, dual analogue joysticks and a directional pad.

Sony Ericsson said that more than 50 games are being developed for the Play including the first multiplayer version of FIFA 10 for mobile, Assassin's Creed and Guitar Hero.

As the first phone to be certified for PlayStation, it will also have access to PlayStation game content directly through a PlayStation suite due out later in the year.

The phone will be capable of five and a half hours of gaming and more than eight hours of talk time on a single charge.

Microsoft has already made its Xbox games available on Windows 7 mobile software and recently announced a collaboration with the Finnish mobile phone company Nokia.

Sony Ericsson will begin launching the Play around the world from March at approximately £500 if taken without a mobile phone contract.

The brand is due to celebrate its 10th anniversary as a joint venture between Japan's Sony Corporation and Sweden's Ericsson in October.