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“Socialife”: discover your favorite news and social networking feeds in one place

Socialife™ is the brand-new social news magazine app from Sony that offers a fun, stylish way to manage all your Facebook, Twitter and news feeds in one viewer. Socialife keeps you up to speed with what’s happening through a friendly, consistent touch interface – whether you’re using [Xperia™ Tablet](#) or [the latest VAIO PC](#) from Sony.

It’s easy keeping track of your busy online information life via Socialife’s three intuitive menu options.

The colourful “**My Stream**” home screen gives an easy-to-read overview of friends’ Facebook and Twitter activity plus subscribed news feeds with a stylish, dynamic layout. Socialife intelligently colour-codes and sizes articles for easy reading, adding photos and cropping images of your friends’ faces to illustrate each story. It’s like browsing a personal magazine that’s been specially designed for you.

“**Discovery**” tempts you with selected articles from popular news sources, trending topics and suggestions based on your preferences. Just touch the “+” mark to instantly add interesting finds to “My Stream”. It’s a great way to explore your subliminal interests and track down fresh content that’s connected with your personal preferences.

In a hurry? Mark feeds that look interesting and store them under “**Favorites**” for later reading when you’ve got some more time on your hands. “Favorites” are stored as online book-marks and automatically synced between devices. Read previously-marked stories any time, whether you’re accessing Socialife via your VAIO or Xperia Tablet. You’ll enjoy the same, seamlessly consistent experience, however and wherever you’re using Socialife.

Socialife will be available as a free download for Xperia Tablet (and previous Sony Tablet models), and for Windows 8 equipped VAIO PC. Timing coincides with product launch dates. Socialife for the new Xperia Tablet will be available from September 2012. Socialife for all new VAIO PCs will be available from the end of October, depending on country.

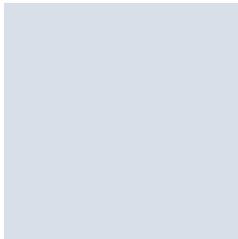
Get more information on Socialife at:

<http://app.sel.sony.com/socialife/en/index.html>

About Sony Corporation

Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, semiconductors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>

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