

Sony will update the top smartphone after 6 months

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Speaking to *K-Tai.Impress* of Japan, creative director, product planning and head of *Sony Mobile* 's interface team - *Yoshiro Kurozumi* explained why *Xperia Z2* was released so soon. Previously, *Xperia Z* released in January 2013 and *Xperia Z1* in September of the same year.



Xperia Z2 (right) launches after Xperia Z1 for only 5 months

According to him, to maintain the top position of the product, the company must upgrade that product more quickly to compete with rivals. *Kurozumi* thinks this is a more suitable strategy in the mobile industry compared to the once-a-year new generation launch of almost all other phone carriers. Accompanied by this statement is the confirmation that *Xperia Z2* will only hold the top position in Sony's product portfolio within 6 months.

In terms of design, he said Sony did not want to rely on a single design language. This means that in the near future the company may not apply *OmniBalance* design language, which has appeared on many *Xperia* smartphones, including *Xperia Z*, *Xperia Z1*, *Xperia Z1 Compact / Ultra* and *Xperia Z2* .

Based on *Kurozumi* 's share, we can expect Sony to launch its highest-end smartphone around the third or fourth quarter of this year with a completely new design. Meanwhile, Sony also needs to update the software for *Xperia*

Z and Xperia Z1, which has not been updated to Android 4.4 KitKat version.

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