



Prepared (also subject responsible if other)

SEM/BGLDB, Aundra Tatum

Approved

SEM/BGLDB (Monica Towman)

Checked

Company Internal
MARKING DRAWING
No.

1210-6977 Uen

Date

2008-04-24

Rev

1

Reference

3

Approved according to 000 21–LXE 107 42/1

W760c, Mobile Phone Label Content, China, Made In

1 General information

Mobile Phone label part no	1001-2171
Bar code	Standard: according to Ericsson corporate standard 102 01–109 Uen Print quality: C, according to ANSI X3.182-1990 as stated in Ericsson corporate standard 102 01–1003 Uen Quiet zone: No bar codes are allowed to be closer to a label edge than 2 mm!
Text	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.
Coordinates	“(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.

2 Printing information

	Content	Format
Line 1a (2,0/1,0)	Sony Ericsson stylized name.	Graphics, height 1,5 mm. According to 1200-1925.
Line 1b (2,0/16,0)	型号:	Text, height 1,2 mm.
Line 1c (2,0/20,0)	Model Name “W760c”	Text, height 1,2 mm. <i>According to Chapter 1 in MLCI.</i>
Line 2a (4,0/1,0)	“TYPE: AAC-1052101-BV”	Text, height 1,2 mm. <i>According to Chapter 1 in MLCI.</i>
Line 2b (4,0/17,3)	HW & SW identification field, if applicable; “FG”	Text, height 1,2 mm. According to Type-testing report under specifying document at Product Model.
Line 2c (4,0/21,0)	Production week (flash), “yy’W’ww” (yy = year, ww = week)	Text, height 1,2 mm.
Line 2d (4,0/27,6)	Location code of where the phone is flashed, if applicable, “XXX”	Text, height 1,2 mm.
Line 3a (5,6/1,0)	“FCC ID: PY7A1052101”	Text, height 1,2 mm. <i>According to Chapter 1 in MLCI.</i>
Line 3b (5,6/16,6)	“IC: 4170B-A1052101”	Text, height 1,2 mm. <i>According to Chapter 1 in MLCI.</i>
Line 4a (8,3/2,6)	Line 5a 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 4b (8,3/31,7)	SIM-card logo	Graphics height 8,0mm According to 1001-4476 document, rotated 180 degrees clock wise.
Line 5a (9,9/1,0)	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.



Prepared (also subject responsible if other)

SEM/BGLDB, Aundra Tatum

Approved

SEM/BGLDB (Monica Towman)

Checked

Company Internal
MARKING DRAWING
No.

1210-6977 Uen

Date

2008-04-24

Rev

1

Reference

3

Line 5b (9,9/13,9)	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 6 (12,3/2,6)	Line 5b 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 7a (14,5/3,1)	Marking of origin: 中国制造	Text, height 1,2 mm.
Line 7b (14,5/10,1)	索尼爱立信移动通信产品(中国)有限公司	Text, height 1,2 mm.
Line 8 (16,5/3,1)	Product number without revision of the Sales Item in which the phone is packed, if applicable. "SI XXXX-XXXX"	Text, height 1,2 mm.
Line 9a (18,6/3,1)	Repair week, if applicable. "Ry'W'ww" (y = year, ww = week)	Text, height 1,2 mm.
Line 9b (18,6/21,9)	GSM/GPRS 移动电话机	Text, height 1,2 mm. Two rows, aligned from bottom row.
Line 10 (25,6/3,1)	CCC-sticker with S&E	Graphics, height 5 mm. According to 1201-7981.
Line 11a (28,7/3,1)	"CMII ID: 2008xxxxxx"	Text, height 1,2 mm. <i>According to Section 3.1.3 in MLCI.</i>
Line 11b (28,7/24,0)	CE approval symbol	Graphics, height 5 mm. According to 1210-0131.
Line 11c (28,7/31,5)	The notified body number "0682"	Text, height 1,2 mm.

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.



Prepared (also subject responsible if other)

SEM/BGLDB, Aundra Tatum

Approved

SEM/BGLDB (Monica Towman)

Checked

Company Internal
MARKING DRAWING
No.

1210-6977 Uen

Date

2008-04-24

Rev

1

Reference

3

3.1 Conceptual picture



double underlined = major changes since last revision.

Prepared (also subject responsible if other)

SEM/BGLDB, Aundra Tatum

Approved

SEM/BGLDB (Monica Towman)

Checked

Company Internal
MARKING DRAWING

No.

1210-6977 Uen

Date

2008-04-24

Rev

1

Reference

3

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.

