



SmarTone-Vodafone launches the SX633, the latest 3G phone from Sharp

Improbably Slim. Impossibly Chic

(Hong Kong, 17 August 2006) SmarTone-Vodafone today announced the launch of the new SX633 from Sharp.

“The new Sharp SX633 has a slim and stylish design with a high-quality finish. It is a beauty that really performs,” said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone. “The Sharp SX633 is a full-featured handset and is specially designed to be very easy to use. It provides the best multimedia experience with content and services at SmarTone *iN!* on 3G.”

For customers who demand the very best, the SX633 is the only choice. With a thickness of only 17.1mm and weighing at only 106g, the new handset incorporates a stainless steel sheet key design which gives a clean distinctive look and makes for effortless keypad navigation. The SX633 comes in a choice of three colours – the sumptuous Silver Shadow, the delectable Pink Champagne and the irresistible Black Opal. The Black Opal special edition comes with a distinctive finish specially crafted in Japan using a unique vacuum metal vapour deposition process. It provides a jewel like look and sensuous texture.

The SX633 gives a superior all-round performance with enhanced speed allowing customers to browse and download faster than ever before. Its brilliantly clear 2.2” AQUOS screen brings multimedia content to life like never before. With the Mobile ASV screen, even 160° wide-angle playback is possible without distortion.

This clamshell 3G UMTS / triband GSM handset has a high quality dual camera, with a 2.0 Mega pixel main camera. The SX633 supports a microSD card of up to 1GB. It has a superb media player and it captures MPEG 4 long-play videos at QVGA resolution (240x320) for 6 hours. The SX633 features a dedicated music key which provides customers with top music

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enjoyment at their fingertips. It also has a pre-set shortcut to SmarTone *iN!* on 3G that gives them simple and intuitive access to the portal with high quality of both sound and vision.

“The SX633 lets customers enjoy the best in style and performance. We are confident these three little gems will be winners in the market.” Mr. Li added.

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Notes to the editors

Price

The retail price of the Black Opal SX633 is \$4,180, and for the Silver Shadow and Pink Champagne SX633 is \$3,880. For customers who subscribe to tariff plans ranging from HK\$128 to HK\$598 per month, the price of the Black Opal SX633 will range from HK\$2,980 to HK\$3,280, and the price for the SX633 in two other colours will range from HK\$2,680 to HK\$2,980.

Dealer network

Hong Kong

Broadway, Fortress, Wilson, Citicall, Gome, Chung Yuen, Tai Lin, CMK, The Best HK, GoEasy, Sound & Vision, 3G Mobile City, Wing Shing, 3C Digital, GPC Telecom, Compass, Easy Tone, Cyber Telecom, Today's, Konwest Shop, Sanda and Talk Smart.

Macau

China Telecom, Kin Ngai Hong, Comunicações Genuine, Commercial New Cable, Telecomunicações Hong Kong Tong, Telecomunicações Universo, Gold Telecom Company and Telecom Freedom Tong.

Major features of SX633

- 3G UMTS and Triband GSM
- Standby time: 310 hours
- Talk time: 140 mins
- Video calling: 80 mins
- Speaker phone
- Expandable memory – 1GB microSD card
- Bluetooth® Support
- USB
- Weight: 106g
- Flight mode

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- Dual cameras

Main

- 2.0 Mega pixel camera
- 20x zoom
- Macro mode

Internal

- 110K pixel
- 2x zoom

- 2.2" QVGA CG Silicon screen
- Mobile Advanced Super View with 160° view
- Wide screen QVGA playback
- QVGA high resolution video capture
- MPEG 4 video long-play
- Music player – MP3, AAC, AAC+
- GSX™ game engine for GSX™ games
- MIDP 2.0
- WAP 2.0 browser
- PIM — Calendar and schedule / Task lists / Alarm / Expenses memo
- Email — POP3/SMTP
- MP3 ringtone