

## SmarTone-Vodafone launches the BlackBerry Pearl 8100 from Vodafone

### *A little marvel combining intelligence and beauty*

**(Hong Kong, 14 November 2006)** SmarTone-Vodafone today announced the launch of the BlackBerry® Pearl™ 8100 from Vodafone.

With its opulent style and luxurious finish, the BlackBerry Pearl 8100 from Vodafone will have heads turning. It will keep customers entertained with all they would expect from a top class multimedia handset, and even more, it offers all the power of a BlackBerry® in a sleek, compact design. With the Vodafone Today homepage, exclusive to SmarTone-Vodafone customers, customers can easily stay one step ahead with all their latest communications available at a glance.

“Our BlackBerry Pearl is a marvel combining intelligence and beauty, a handset like never before and a BlackBerry like never before,” said Douglas Li, Chief Executive Officer of SmarTone-Vodafone. “It is a fantastic handset for both work and leisure, offering customers an exceptional mobile experience for their personal and business lives. We believe our customers will consider the BlackBerry Pearl 8100 from Vodafone the ultimate multimedia phone for all of their communications needs.”

Weighing only approximately 89g and measuring just 107mm x 50mm x 14.5mm, the BlackBerry Pearl 8100 from Vodafone is one the world’s smallest and lightest smartphone.

This little gem includes the popular BlackBerry features users know and love – phone, email, messaging, organizer, web browser and other mobile applications – and is the first BlackBerry with a digital camera, media player and an expandable memory slot.

The unique BlackBerry Pearl 8100 from Vodafone is available only at SmarTone-Vodafone stores from 10 November 2006.

“We are pleased to deliver this multimedia phone to meet the needs of consumers and business users on the go, in Hong Kong and overseas,” added Mr Douglas Li. “Our BlackBerry Pearl is yet another clear example of our commitment to continuous progress, bringing better products and services first in the market to our customers.”

**Notes to the Editors**

1. Handset price

- Retail price: \$3,280
- Subscription price: \$2,880 (Any price plan of \$80 or above plus 12 months contract)
- Additional rebate: \$400 (If additionally subscribe to BlackBerry Email plan of \$68 or above)

2. BlackBerry Email plans

Monthly fee	Local email usage included	Thereafter (per KB)
\$68	0.5MB	\$0.2
\$128	1MB	\$0.07
\$198	3MB	\$0.03
\$298	10MB	\$0.03

3. Major features of BlackBerry Pearl 8100 from Vodafone

Quadband GSM

- 1.3 Mega pixel camera with flash and 5 x digital zoom
- 2.2" 240 x 260 colour display with light-sensing technology
- Music player – MP3, ACC, AAC+
- Media player – MPEG4, H.263
- BlackBerry Internet Service – access up to 10 email accounts
- BlackBerry Enterprise Server support
- SureType™ QWERTY keyboard
- HTML browser
- 64 MB built-in flash memory
- Expandable storage micro SD card – up to 2GB
- Bluetooth
- USB
- Standby time – 360 hours
- Talk time – 210 minutes
- Weight – 89g