

SmarTone-Vodafone launches the Vodafone 710 – The first Vodafone branded handset in Asia Pacific

(Hong Kong, 7 February 2007) SmarTone-Vodafone today announced the launch of the Vodafone 710 – the first Vodafone branded 3G handset in Asia Pacific.

“Based on deep and extensive insight into customer requirements, Vodafone – the world’s leading mobile operator – has achieved great differentiation and customisation with this device. The Vodafone 710 perfectly meets our customers’ needs in design, specification and user experience, so they can enjoy the broadest, most compelling mobile multimedia experience in Hong Kong,” said Mr. Douglas Li, CEO of SmarTone-Vodafone. “We continue to leverage our exclusive partnership with Vodafone. They bring unique global scale, vast experience and a trusted reputation for exceptional quality, as well as their proven track record of working with manufacturers on handsets and business devices. SmarTone-Vodafone is proud to continue to lead the field in bringing Hong Kong consumers further choice, unparalleled quality and a richer user experience with multimedia services, with the launch of Vodafone 710.”

“The Vodafone 710 is Vodafone’s first own-branded 3G consumer handset, and it represents everything that customers have come to expect from Vodafone, including high-level technology and exceptional value for money,” said Jens Schulte-Bockum, Global Director of Terminals at Vodafone. “The arrival of the Vodafone 710 illustrates how we’re actively using our global resources to add depth and choice to the range of 3G consumer devices for our customers.”

The Vodafone 710 provides a full-featured 3G UMTS / triband handset, with stylish design and optimum function for the enjoyment of SmarTone-Vodafone’s 3G services enabling simple operation and maximum excitement. It has a sleek, clamshell design in a choice of three colours – Black, White and Pink. SmarTone-Vodafone is the only operator in the world offering the full color range. Weighing just 99g, it is stylishly light and fits comfortably in your hand. The new Vodafone 710 handset incorporates dual cameras – a 1.3 Mega pixel main camera offering digital zoom and continuous shooting, and a 300K pixel secondary camera making video calling easy. It boasts a music media player and offers Bluetooth as well as an expandable memory of up to 1GB with a miniSD card that can store up to 750 full music tracks.

With its complete multimedia features, the new Vodafone 710 brings customers into an exciting world of fun and entertainment, including experiencing video calls, listening to music and watching videos with high-quality sound and vision, playing title games from famous brands, as well as snapping pictures with its 1.3 Mega pixel camera.

From today, the Vodafone 710 will be available exclusively at SmarTone-Vodafone stores.

Notes to the editor

Price

Retail price	\$1,980
Contract price	\$638*

**Any 3G price plans plus multimedia service bundle for 18 months*

Features list

3G UMTS and Triband GSM

Standby time: 300 hours

Talk time: 165 mins

Video calling time: 120 mins

Weight: 99g

Speaker phone

Dual cameras

Main	Internal
- 1.3 Mega pixel	- 300K pixel
- 8x digital zoom	
- Continuous shooting up to 9 photos	

2" 262K colour TFT display

16MB internal memory

Supports up to 1GB miniSD card

Music player – MP3, AAC, AAC+

MIDP 2.0

WAP 2.0 browser

Bluetooth® Support

USB

Flight mode

MP3 ringtone

Email – POP3/SMTP