

SmarTone-Vodafone Introduces the BlackBerry Curve 8310

(Hong Kong, 30 August 2007) SmarTone-Vodafone today introduced in Hong Kong the BlackBerry® Curve™ 8310, a contemporary and stylish smartphone with built-in GPS street-finder and full multimedia functionalities.

Available in Hong Kong exclusively from SmarTone-Vodafone, the BlackBerry Curve 8310 is pre-installed with BlackBerry® Maps. Coupled with the GPS street-finder, customers can easily find out where they are and any location by simply entering an address. They can search directions and obtain suggested routes on map with step-by-step instructions. They can also share a map with other BlackBerry smartphone users via email. BlackBerry Maps covers Hong Kong and major cities in more than 40 countries in Asia, Europe, North America and South America, making it a useful tool for both business and leisure travellers.

“The BlackBerry Curve 8310 offers best-in-class performance with the perfect combination of GPS street-finder, multimedia, voice, email and data functionalities. Customers will be impressed by this new smartphone that offers such powerful and productive features for their work and leisure life,” said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone.

Customers can enjoy a range of exclusive features introduced by SmarTone-Vodafone for BlackBerry smartphones. These include:

Vodafone Today – summarises all latest emails, phone calls, text messages and appointments in a specially-designed homepage;

Traditional/Simplified Chinese instant converter – converts instantly between traditional and simplified Chinese when composing and reading Chinese emails; and

Traditional Chinese strokes input method – allows customers to compose emails and SMS in traditional Chinese easily and vividly.

“BlackBerry from Vodafone stands out in the market, with SmarTone-Vodafone’s exclusive features for BlackBerry smartphones, seamless experience and widest coverage for roaming as well as comprehensive customer service and technical support. The launch of BlackBerry Curve 8310 further extends our leadership and exemplify our commitment to deliver unbeatable customer experience,” Mr. Li added.

The BlackBerry Curve 8310 is the handiest and lightest full-QWERTY BlackBerry smartphone. The trackball, conveniently located between the display and keyboard, enables customers to navigate on the screen and access the applications they need quickly and easily. The new smartphone comes with a unique titanium colour, which is exclusive for SmarTone-Vodafone.

The BlackBerry Curve 8310 has all the distinctive multimedia capabilities that customers need. Using the 2 megapixel camera with 5x digital zoom and flash, customers can snap and send pictures via email or MMS. The smartphone supports expandable memory on microSD cards and comes with a media player and stereo headset, making it perfect for watching videos and listening to music on the move. Customers can also use the desktop media manager software to easily manage their multimedia files and transfer them to the smartphones.

The new BlackBerry Curve 8310 is now available in Hong Kong exclusively at SmarTone-Vodafone.

Notes to the editor

Price

Handset only price	\$3,988
Special price	\$3,688 *
Premium gift	Customers can get a BlackBerry HS-655 Bluetooth Headset at HK\$798 (original price: HK\$1,092) upon purchase of BlackBerry Curve 8310

**Valid for subscription to any BlackBerry plan (HK\$198 or above) for 12 months or above*

Specifications

Size	107 x 60 x 15.5mm
Weight	111g
Keyboard	35 key backlit QWERTY keyboard
GPS	Built-in GPS street-finder and BlackBerry Maps
Navigation	Trackball and ESC key
Bluetooth	Bluetooth v2.0, hands-free and headsets
Camera	2 megapixel camera with 5x digital zoom and flash
Notification	MP3 and MIDI ringtones, vibrate, on-screen or LED indicator
User Interface	Intuitive icons and menus
Display	High resolution 320x240 pixel color display
Battery	Removable / rechargeable lithium
Battery Life	Up to 4 hours talk time, 17 days standby
Memory	64 MB flash memory, supports expandable memory on microSD cards
Security	Password protection and keyboard lock
Network	GSM Quadband 850/900/1800/1900MHz

The BlackBerry and RIM families of related marks, images and symbols are the exclusive properties and trademarks of Research In Motion Limited.