

## **SmarTone-Vodafone Unveils 2007 Autumn/Winter Collection of Vodafone Exclusive 3G/HSPA Devices**

**(Hong Kong, 11 October 2007)** SmarTone-Vodafone today announces its new range of Vodafone exclusive handsets and HSPA modem to go on sale this Winter. The handsets are internet-ready, offering technical superiority and optimized cutting-edge multimedia experience on SmarTone-Vodafone's super fast network. Whether it's surfing the internet, downloading music or watching videos or TV on mobile, customers can enjoy best in class performance with these handsets and the modem.

The Vodafone exclusive line-up includes a premium HSDPA handset from Sharp, packaged in a sleek and smart slider format; a stylish Vodafone branded 3G clamshell designer phone with special metallic-effect cladding; as well as a slim and curved Mobile Broadband USB modem that sets a new benchmark in industrial design.

The SX663 is the latest multimedia handset from Sharp offering a choice of three colours – Purple Haze, Green Blaze and Black Light – in a thin slider format. With its 3.6Mbps HSDPA and Sharp's renowned LCD technology, customers can enjoy high definition video streaming and TV in widescreen – with unrivalled quality only available on SmarTone-Vodafone's high speed network. For unparalleled ease of use, a hot key provides quick access to rich multimedia, including the Internet, with just one click. The SX663 combines cutting-edge technology and ease of use in a chic design that appeals to the discerning customers.

The Vodafone 720 is a full featured 3G clamshell in a modern and stylish design. A fashion forward statement, its luxury metallic-effect cladding conceals an innovative display that automatically lits up only when triggered. It has a super flat keypad which provides superior ergonomics. Available in coffee brown and titanium silver, the Vodafone 720 is another superb product brought to Hong Kong through the Vodafone partnership.

“The coming launch of these two ground breaking products marked a new milestone combining innovative designs and advanced multimedia technology so that customers can enjoy true internet and a wide range of music and entertainment services with superior quality and unparalleled ease of use,” said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone. “SX663 sets a new benchmark in streaming video quality that has to be seen to believe while the Vodafone 720 offers fashion conscious customers a designer phone that is packed with multimedia features.”

The Vodafone E272 USB modem sports a ground breaking slim and curved industrial design. It delivers super fast download speeds of up to 7.2Mbps and uplink speeds of up to 2Mbps. With SmarTone-Vodafone’s HSPA network, customers can now enjoy these high speeds with Mobile Broadband, the fastest in Hong Kong. Its high speed network provides unmatched coverage throughout Hong Kong – outdoors, indoors, upstairs, downstairs, in the MTR, on the ferries, in the tunnels and everywhere in between.

“Our customers have told us that they increasingly consider mobile broadband modems to be as personal as their mobile phones and therefore, style matters. The Vodafone E272 brings an exciting new look and form factor to modem design, with a tactile sensuality that transcends the ordinary. Together with our best in market Mobile Broadband service, this is exactly what our customers will appreciate.” Mr. Li said.

The two handset models and the USB modem will be on sale in the coming months.

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For media enquiries, please contact

Ms. Avis Yu  
SmarTone-Vodafone  
Tel: 3128 2049  
Mobile: 9855 4968  
Email: [avis\\_yu@smartone-vodafone.com](mailto:avis_yu@smartone-vodafone.com)

Ms. Loretta Wong  
SmarTone-Vodafone  
Tel: 3128 2393  
Mobile: 9855 4962  
Email: [loretta\\_wong@smartone-vodafone.com](mailto:loretta_wong@smartone-vodafone.com)

Notes to the Editor:

Major features:

**Sharp SX663**

- Frequency band: HSDPA 3.6Mbps and Triband GSM
- Form: Slider
- Colours: Purple Haze, Green Blaze and Black Light
- Size: 101.4 x 47.8 x 15.3 mm
- Weight: 93g
- Standby time: 400 hours
- Talk time: 140 minutes
- Main display: 2.2" TFT QVGA with 262K colour
- Main camera: 2 Mega pixels, auto focus, continuous shooting, 10x digital zoom
- Sub camera: 110K pixels
- Internal Memory: 50MB
- External Memory: microSD card (up to 2 GB)
- Browser: WAP/WEB full browser
- Connectivity: USB & Bluetooth
- Multimedia:
  - Multimedia hot key
  - Music player
  - HD Wide video playback and streaming
  - GSX gaming



**Vodafone 720**

- Frequency band: 3G UMTS and Triband GSM
- Form: Clamshell
- Colours: Brown and Silver
- Size: 97.5 x 46 x 16.8 mm
- Weight: 100g
- Standby time: 300 hours
- Talk time: 160 minutes
- Main display: 2" 262K TFT 176x 220 pixels screen  
Full screen viewing
- Main camera: 1.3 Mega pixels, 8x digital zoom
- Sub camera: 300K pixels
- Internal Memory: 40MB
- External Memory: microSD card (up to 2 GB)
- Connectivity: USB & Bluetooth
- Multimedia: Full web browser  
Media player



## Vodafone E272 USB Modem

- Works with HSPA, 3G and GPRS
- Support downlink speeds up to 7.2Mbps (HSDPA)
- Support uplink speeds up to 2Mbps (HSUPA)
- Standard USB interface for both desktop and laptop
- Automatic loading of Vodafone dashboard device driver for most Windows OS

