

SmarTone-Vodafone unveils the Vodafone 720

Award-winning form, awe-inspiring function

(Hong Kong, 21 December 2007) In a world where sameness has become the norm, rarely do we find a mobile phone in which aesthetics and functionality meet. This is where the Vodafone 720 stands out.

SmarTone-Vodafone today announced the Hong Kong premier of the award-winning Vodafone 720.

'We're delighted to bring Hong Kong another superb handset through our partnership with Vodafone. The Vodafone 720 combines uncompromised multimedia features and unparalleled ease of use in an innovative design,' said Mr. Douglas Li, CEO of SmarTone-Vodafone.

The Vodafone 720 has recently been awarded the prestigious iF product design award in Europe for its outstanding design achievement. This is a rare distinction, especially in a category in which new models appear almost daily.

The Vodafone 720's metallic clamshell design unfolds to reveal ergonomically clean lines, an ultra-flat keypad and a smart display that comes to life with surprising sharpness. A choice of Titanium Silver and Coffee Brown models lends a certain allure of discernment.

But its beauty isn't only skin deep. The Vodafone 720 is a 3G phone that gives you instant access to SmarTone-Vodafone's exclusive multimedia content through SmarTone *iN!* plus mobile MSN and FoneTV.

"Customers will surely appreciate this compact and yet ingenious handset," concludes Mr. Li. "In Europe, the Vodafone 720 has already become one of the most sought-after fashion accessories this season. Customers with a taste for unique design and the urge for the finest multimedia Hong Kong has to offer will surely appreciate it."

For media enquiries, please contact:

Ms. Avis Yu

SmarTone-Vodafone

Tel: 3128 2049

Mobile: 9855 4968

Email: avis_yu@smartone-vodafone.com

Ms. Christy Wong

SmarTone-Vodafone

Tel: 3128 2932

Mobile: 9459 6515

Email: christy_wong@smartone-vodafone.com

Notes to the Editor

About iF the product design award

Known throughout the world as one of the most prestigious distinctions for manufacturers, the iF product design award is presented in recognition of superior product design. Prestigious and renowned brands such as BMW, Porsche, Harman Kardon and Tag Heuer were also winners of the award in 2007.

Winning products were selected from 2,700 entrants from over 35 countries and are judged on several levels, including design quality, material compatibility, innovation, environment consideration, convenience, stability and durability.

The iF design awards were established in 1954 and are supervised by the International Design Forum (iF) in Hannover, Germany.

Offer details

Recommended retail price	\$1,480
Special contract price	\$0*

*Customer needs to prepay \$980 and sign an 18-month contract.

Dealer Network

Hong Kong

Broadway, Fortress, Wilson, Citicall, Chung Yuen, CMK, The Best HK, Wing Shing, Nuance-Watson, Comm-pass, Easy Tone, Gold Ocean, Konwest, Patronics Electronics, Talk Smart, Victory Electronical, Sanda, Cyber Telecom and Direct Sale Centre.

Macau

All SmarTone-Vodafone outlets

Features

- 3G and triband GSM
- Weight: 100g
- Standby time: 300 hours
- Talk time: 165 minutes
- Video calling: 120 minutes
- Speaker phone
- Dual cameras:
 - Main
 - 1.3 megapixel
 - 8x digital zoom
 - Continuous shooting of up to 9 photos

Internal

- 300K pixel
- 2" TFT 262K colour display
- Video playback and streaming
- Music player: MP3, AAC, AAC+
- MIDP 2.0
- 25MB internal memory
- Supports up to 2GB micro SD card
- Stereo Bluetooth® support
- USB
- Flight mode
- Email: POP3/SMTP
- PIM: Calendar/Alarm/Calculator/Voice recorder

