

## **Vodafone K.K. unveils new handsets and services for spring 2006**

Vodafone K.K. today announces that it will offer an exciting new range of handsets and services for spring 2006. Three new 3G models, including Samsung's first mobile phone for the Japanese market, will be rolled out in mid-March. Vodafone K.K. will also simultaneously launch Japan's first\*<sup>1</sup> messaging service that displays pop-up 3D animations.

The new handset range consists of four models:

- The Vodafone 804SS (3G) by Samsung Electronics, the world's thinnest 3G handset\*<sup>2</sup>
- The Vodafone 904T (3G) by Toshiba, which features a versatile "Grip Style" design
- The Vodafone 804N (3G) by NEC, a light and compact music mobile
- The V403SH (2G, PDC) by Sharp, a striped model with a European-style design

Adding these four models to the previously announced Vodafone 804SH (3G) by Sharp and the V502T (2G) by Toshiba, a total of six new handsets will be available in the spring sales season, bringing even greater choice to customers in Japan.

Vodafone K.K. will also introduce three new 3G services for customers with these latest models:

- "Deru Moji 3D Pictogram Display", displays pop-up 3D animations in mails, making messaging even more expressive and fun (compatible with the 804SS, 904T and 804N)
- "Vodafone live! CAST", a new service that delivers "mobile magazines" to customer handsets overnight (compatible with the 904T and 804N)
- "Vodafone Address Book", a service that lets customers back up their handset address book to a network server so contact information remains safe even when a handset is lost or broken (compatible with the 904T)

Vodafone K.K. plans to further expand the range of handsets compatible with these new services.

For more detailed information, please see the separately announced handset and service press releases.

\*1: As of 18 January 2006 in the Japanese market (according to Vodafone K.K.)

\*2: Among clamshell handsets as of 18 January 2006 (according to Samsung Electronics)

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- Vodafone and the speech mark symbol are trademarks or registered trademarks of Vodafone Group Plc.

**About Vodafone K.K.**

Vodafone K.K. is a leading mobile operator in Japan with over 15 million customers and a subsidiary of Vodafone Group Plc, the world's largest mobile community. The Tokyo-based company offers a wide range of sophisticated mobile voice and data services including Vodafone live!, which provides mail and internet access to 85% of its customers, and pioneered the picture messaging service called Sha-mail first introduced in November 2000. In December 2002, Vodafone K.K. launched the world's first commercial 3G W-CDMA service based on 3GPP international standards. Vodafone K.K.'s 3G service offers its customers rich content and roaming in 130 countries and regions on 182 networks. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp) \*Above data is current as of 31 December 2005.

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