

31 January 2005

Vodafone K.K. unveils Japan's first motion-recognition mobile and new handset with self-activating TV

V603SH and V603T entertainment models both feature integrated analogue TV tuners!

Vodafone K.K. today announces that it plans to offer two new 2G models in the middle of February, the V603SH by Sharp and the V603T by Toshiba.

For the first time in Japan*, the V603SH features a Motion Control Sensor that recognises and responds to movements, enabling customers to experience a host of new features not available in mobile phones until now. Jointly developed by Aichi Steel Corporation and Vodafone K.K., the one-chip sensor allows customers to perform menu operations by moving the handset up, down, left or right and call up often-used functions (shortcuts) by moving the handset in a variety of preset patterns. Customers can also enjoy new possibilities with mobile gaming, such as aiming a gun by moving the handset while playing shooting games and swinging the phone like a golf club to hit a ball in golf games.

*As of 31 Jan 2005

The V603T offers an innovative 'TV View Style' design to increase TV viewing enjoyment for customers. By holding down the unlock button located on the side of the handset while it is open, customers can push the LCD display backward a complete 360 degrees to activate the TV.

The V603SH and V603T feature analogue TV tuners, which enable both TV viewing and FM radio listening. Customers can also relive scenes from their favourite TV shows by using capture functions to record broadcasts. In addition, both handsets come equipped with an Electronic Program Guide (EPG) so customers can easily find the shows they want to watch.

For more information on the V603SH and V603T, please see the attached appendices.

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- The V603SH and V603T will be available in the Japanese market only for use on Vodafone K.K.'s PDC (2G) network.
- Chaku-Uta® is a registered trademark of Sony Music Entertainment Inc.
- miniSD™ is a trademark of the SD Association.
- QR Code is a registered trademark of Denso Wave Incorporated.
- Movie Mask is powered by N-Vision's Virtual Accessory Engine.
- Powered by JBlend™.
- Java and Java-based trademarks and logos are trademarks or registered trademarks of Sun Microsystems, Inc. in the U.S. and other countries.
- JBlend and all JBlend-based trademarks and logos are trademarks or registered trademarks of Aplix Corporation in Japan and other countries.
- V-appli compatible handsets are powered by JBlend®, developed by Aplix Corporation, to speed up the execution of Java™ applications.
- V-appli is a trademark of Vodafone K.K.
- Vodafone, Vodafone live! and the speech mark symbol are trademarks or registered trademarks of Vodafone Group Plc.
- Vodafone Group is the world's leading mobile carrier and as of the end of December 2004, had equity interests in 26 countries and 416.4m venture customers, with a further fourteen partner networks.

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 e-mail and internet access to 85% of its customers, and Sha-mail, the pioneering picture messaging service first introduced in November 2000 that now has over 12 million users. In December 2002, Vodafone K.K. launched the world's first commercial 3G W-CDMA service based on 3GPP, the international standard. Vodafone K.K.'s 3G service offers its customers fast data speeds in Japan and roaming on 152 networks in 113 countries and regions as 31 January 2005. For more information, please visit www.vodafone.jp

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1. Main Features

- Motion Control Sensor for a new way performing mobile handset operations

As a first in Japan*, the V603SH features a Motion Control Sensor jointly developed by Aichi Steel Corporation and Vodafone K.K. that recognises and responds to movements, enabling customers to experience a host of new features not available in mobile phones until now. Without pressing buttons, menu operations can be performed by moving the handset up, down, left or right and often-used functions (shortcuts), can be called up by moving the handset in a variety of preset patterns. With the two pre-installed trial version V-applis, customers can also enjoy new possibilities with mobile gaming, such as aiming a gun by moving the handset while playing 'The House of the Dead Mobile' (offered by Sega Corporation) and swinging the phone like a real golf club in 'Full Swing! Golf' (offered by Taito Corporation). *As of 31 Jan 2005

- Integrated TV Tuner and Electronic Program Guide for easy TV show searches

The V603SH's analogue TV tuner allows customers to check TV programmes of interest and listen to FM radio broadcasts on the go. Thanks to the handset's 180 degree rotating 'Swivel Style' LCD screen, wide-angle-view Mobile ASV technology, and automatic horizontal/vertical view switching made possible by the Motion Control Sensor, TV viewing is easy in any environment or situation. Customers can also relive their favourite TV or music moments by using the capture or recorder function for TV broadcasts or the radio recorder function to record radio broadcasts. The handset also comes with an Electronic Program Guide (EPG) so customers can easily find and learn more about the TV programmes they want to watch.

*Reception varies according to signal strength and in some cases TV visuals or audio may encounter static or not be received.

*Communication charges apply when using EPG.

*Captured stills or recorded TV or radio cannot be copied, edited or sent by mail. Captured stills or recorded TV or radio cannot be played back on other handsets or set as wallpaper or ring alerts.

- Auto focus 2.02 megapixel mobile CCD camera with 2x optical zoom

The V603SH has a 2.02 megapixel CCD mobile camera with a 2x optical zoom for vivid photography even when zooming up. By utilising the Swivel Style design, the reversible LCD screen can be used as a viewfinder for a digital camera like feel.

2. Main Specifications

Size (Width x Height x Thickness)		Approx. 50 x 99 x 25 mm (when folded, excluding antenna protrusion)
Weight		Approx. 142g
Continuous talktime/Standby time		Approx. 130 min./approx. 450 hrs.
TV/FM radio viewing/listening time		Max. approx. 60 min. (after full battery charge)
Display		2.4 inch (240 x 320 pixels) ASV LCD (max. 260,000 colours)
Mobile camera	Pixels/type	2.02 million effective pixels/CCD
	Zoom	2x optical zoom, max. of approx. 40x digital zoom (at 120 x160 resolutions, combining optical and digital zoom)
	Max. photo size	1,224 x 1,632 pixels
Max. char. display (full size, display of received mails)		56 chars. (8 chars. x 7 lines), 64 chars. (8 chars. x 8 lines), 80 chars. (10 chars. x 8 lines), 156 chars. (12 chars. x 13 lines: standard size), 225 chars. (15 chars. x 15 lines), 400 chars. (20 chars. x 20 lines)
Max. Mail Capacity (received/sent)		3,000/1,040* ¹
Max. photo capacity (no. of photos)		12MB, shared (max. approx. 2,000* ¹)
External memory		SD Memory Card (not included)
Polyphonic ring tone voices		64
Other main functions		V-appli (256K Appli Ver. 2), Chaku-Uta [®] , Music player* ² , Movie Mask, V-kara Mobile Karaoke Ver. 2 (with points function), Compass, Automated mail response, Spam mail blocker, Bilingual menus, Weather indicator, IrDA, Barcode reading/composition, Predictive text entry (Keitai Shoin 3)
Color variations		Breezy Gold (pictured), Pure Silver, Healing Blue

*1: Saving capacity depends on file sizes. *2: Music player requires music key download (charged)

3. Retail price (standard set): Open price

Standard set includes mobile handset, battery pack, rapid charger, desktop cradle, stereo earphone microphone with TV antenna and L-type video output cable

4. Availability: Planned for the middle of February

1. Main Features

- Integrated analogue TV tuner and 'TV View Style' for convenient TV viewing enjoyment

The V603T's integrated analogue TV tuner allows customers to check TV programmes of interest and listen to FM radio broadcasts while they are on the go. To make mobile TV viewing even easier than before, the V603T features the 'TV View Style' design innovation, which lets customers activate the TV by holding down the unlock button located on the side while the handset is open and pushing back the LCD display a complete 360 degrees. For convenient TV viewing in any situation, the V603T also comes with a desktop stand (cradle) so the display is at eye level and a reel-type earphone microphone antenna.

*Reception varies according to signal strength and in some cases TV visuals or audio may encounter static or not be received.

- Fully featured recorder functions and Electronic Program Guide for easy TV show searches

The V603T enables customers to relive their favourite TV moments by using the capture or recorder function for TV broadcasts. In addition the handset comes with an Electronic Program Guide (EPG) so customers can easily find and learn details of the TV programmes they want to watch.

*Captured stills or recorded TV or radio cannot be copied, edited or sent by mail. Captured stills or recorded TV or radio cannot be played back on other handsets or set as wallpaper or ring alerts.

*Communication charges apply when using EPG.

- V-kara Mobile Karaoke Ver. 2 and dedicated Chaku-Uta[®] player for music enjoyment

The V603T supports V-kara Mobile Karaoke Ver. 2 so one can easily enjoy karaoke by connecting the handset to a TV. For more fun with friends and family, it can award points after a song has been performed. Furthermore, the V603T features a dedicated Chaku-Uta[®] player as a tool for enhanced enjoyment of Chaku-Uta[®] ringsong downloads. In addition to a wide variety of playback modes such as random and repeat, the player also features an 'intro quiz' function that plays the first parts of Chaku-uta[®] ringsongs.

2. Main Specifications

Size (Width x Height x Thickness)		Approx. 50 x 103 x 25 mm (when folded)
Weight		Approx. 142g
Continuous talktime/Standby time		Approx. 120 min./approx. 380 hrs.
TV/FM radio viewing/listening time		Max. approx. 60 min. (after full battery charge)
Display	Main	2.4 inch (240 x 320 pixels) Super Fine Poly-silicon TFT (max. 260,000 colours)
	Sub	1.1 inch (112 x 112 pixels) TFCC LCD (max. 65,000 colours)
Mobile camera	Pixels/type	1.31 million effective pixels/CMOS
	Zoom	Max. 8x digital zoom (still photo)/10x digital zoom (video)
	Max. photo size	960 x 1,280 pixels
Max. character display (full size, display of received mails)		25 chars.(5 chars. x 5 lines), 72 chars.(8 chars. x 9 lines) 110 chars.(11 chars. x 10 lines), 306 chars.(18 chars. x 17 lines)
Max. Mail Capacity (received/sent)		2,000/300*
Max. photo capacity (no. of photos)		10MB, shared (max. approx. 1,000*)
External memory		miniSD [™] Memory Card (not included)
Polyphonic ring tone voices		64
Other main functions		V-appli (256K Appli Ver. 2), Multi-window mail viewing, Mobile Rupo predictive text entry software, IrDA, Bilingual menus, Weather indicator, QR Code reading, Ku-man 3D character screen saver
Color variations		Pink & Pink (pictured), Black & Silver, Navy & Green

*Saving capacity depends on file sizes.

3. Retail price (standard set): open price

Standard set includes mobile handset, battery pack, rapid charger, desktop cradle, reel-type earphone microphone antenna, video output cable

4. Availability: Planned for the middle of February

V603SH

Breezy Gold
(Manufactured by Sharp)



Swivel Style



V603T

Pink & Pink
(Manufactured by
Toshiba)



TV View Style

