

Vodafone K.K. releases Vodafone 802SH 3G handset

New model offers superior viewing with Mobile ASV LCD technology

Vodafone K.K. today announces that, as part of its new 3G lineup, it will commence nationwide sales of the Vodafone 802SH handset by Sharp on 14 January.

The Vodafone 802SH has a Mobile ASV display, which is based on ASV (Advanced Super View) liquid crystal display technology found in Sharp's AQUOS line of LCD TVs. As a result customers can enjoy remarkably clear viewing in bright locations outside and in dark spots indoors. In addition the handset display offers wide views of 160 degrees* from all angles without any colour distortion.

*In conformance with JEITA standards (5:1 contrast ratio)

The main features of the Vodafone 802SH are as follows:

- Mobile ASV LCD display for superior viewing from all angles
- 1.30 megapixel mobile CCD camera and Swivel Style design
- Supports rich 3G content like Chaku-Uta® Long Version ringsongs and Mega-appli
- International roaming for seamless voice, mail, web and video call services

For more information on the Vodafone 802SH by Sharp, please see the attached appendix.

*Note: Vodafone 902/802/702 series 3G handsets have been developed for the Vodafone Group based on 3GPP world standards. In some cases operations and functions may differ from products previously offered by Vodafone K.K.

*Domestic 3G network population coverage was 99.73% at the end of December 2004. As of 13 January voice roaming is available on GSM networks in 112 countries and regions, with Vodafone live! roaming in 45 of them. In addition, voice and Vodafone live! roaming is available on 3G (W-CDMA) networks in 10 countries and regions abroad, with video call roaming available in 3 of them.

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- 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 September 2004, had equity interests in 26 countries and 398.5m 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 146 networks in 112 countries and regions as 13 January 2005. For more information, please visit www.vodafone.jp

Vodafone 802SH by Sharp

1. Main Features

- Mobile ASV LCD display for superior viewing from all angles

The Vodafone 802SH's display uses Mobile ASV, which is based on ASV (Advanced Super View) liquid crystal display technology found in Sharp's AQUOS line of LCD TVs. The handset offers remarkably clear viewing in bright locations outside and in dark spots indoors, as well as wide views of 160 degrees* from all angles without any colour distortion.

*In conformance with JEITA standards (5:1 contrast ratio)

- 1.30 megapixel mobile CCD camera and Swivel Style design

The Vodafone 802SH features a 1.30 megapixel CCD mobile camera. By utilising the handset's Swivel Style design, the 180 degree reversible LCD screen can be used as a viewfinder for a true digital camera like feel and enhanced photographic enjoyment. With the Mobile ASV LCD, customers can take photos freely at a variety of angles.

- Supports rich 3G content like Chaku-Uta® Long Version ringsongs and Mega-appli

The Vodafone 802SH supports rich Vodafone 3G content offerings like Chaku-Uta® Long Version ringsongs of approximately 90 seconds in length, Mega-applis for 3D games with realistic sound and graphics, and eComics that can be read by virtually flipping pages.

- International roaming for seamless voice, mail, web and video call services

The Vodafone 802SH supports international roaming for voice, mail and web services. In addition, video call roaming* is possible so customers can see and hear one another from abroad during business trips or vacations as if they were in Japan.

*As of 13 January 2005, international video call roaming is available in the three countries: United Kingdom, Netherlands and Spain.

2. Main Specifications

Network	Japan		W-CDMA
	Outside Japan		W-CDMA, GSM (900/1800/1900 MHz)
Size (Width x Height x Thickness)			Approx. 50 x 102 x 26 mm (when folded)
Weight			Approx. 141g
Continuous talktime/ Standby time	W-CDMA		Approx. 150 min./approx. 240 hrs.
	GSM		Approx. 240 min./approx. 250 hrs.
Display			2.2 inch (240 x 320 pixels) ASV LCD (max. 260,000 colours)
Mobile camera	Pixels/ Type	Main	1.30 million effective pixels/CCD
		Sub	110,000 effective pixels/CMOS
	Zoom		Max. of approx. 16x digital zoom
	Max. photo size		960 x 1,280 pixels
Max. char. Display (full size)			110 characters (11 characters x 10 lines) (when receiving mail)
Max. Mail Capacity (received/sent)			1,000/500*
Max. photo capacity (no. of photos)			Approx. 8MB, shared (max. approx. 1,600*)
External memory			SD Memory Card (not included)
Polyphonic ring tone voices			64
Other main functions			V-appli (Mega-appli), Video call, USB connectivity, Bluetooth®, Mail Art, Macromedia® Flash™, IrDA, Bilingual menus, PC Link, Predictive text entry software (Keitai Shoin 3), Barcode reading/composition
Color variations			Cassis Red (pictured), Shiny Brown, Ceramic Silver

*Saving capacity depends on file sizes.

3. Retail price (standard set): open price

Standard set includes mobile handset, battery pack, rapid charger, desktop cradle, multistereo headset, and utility software (CD-ROM)

4. Availability

From 14 January

Note: Sales dates may differ according to model colour. Sales dates may be subject to change.

**Vodafone
802SH**

Cassis Red
(by Sharp)

