

19 May 2005

## **Vodafone K.K. unveils handset with interchangeable “costume covers”**

*Another new handset features interchangeable panels for different tactile feels*

Vodafone K.K. announces today that in early July 2005 it plans to offer two new 2G (PDC) handsets, the V501T by Toshiba and V501SH by Sharp, so customers can easily coordinate handsets with their mood, fashion or lifestyle. With the V501T, customers can change a handset's appearance with interchangeable covers, and the V501SH comes with panels that alter its tactile feel.

V501T customers can completely change the look of their handsets by attaching tightly fitting silicon “costume covers” to the clamshell body exterior. Using the concept of changing a mobile phone's appearance, not just its colours or patterns, a total of 12 different “costume covers” can be attached to the V501T, which include fanciful forms and shapes including tire, bull, cheese, lawn, and sucker motifs. While cultivating a sense of fun, these cover variations enable people to express themselves in their own individual style in ways not possible before.

With the V501SH, customers can choose from 14 “texture panels” that each feature a different material feel. By changing a handset's tactile sensation with variations such as leather, frosted glass and marble, the V501SH's concept is to make mobile phones enjoyable while using different textures. In addition, the V501SH features a theme function for coordinating the various texture panels with corresponding wallpaper and icons, making it easy to customise for any occasion.

For more information on the V501T and V501SH, please see the attached appendices.

- The V501T and V501SH operate on Vodafone K.K.'s PDC network and are for use only in Japan.
- Vodafone 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 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 on 156 networks in 117 countries and regions. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)

\*Above data current as of 30 April 2005

**“Costume covers” for V501T by Toshiba**

**Appendix 1**

Standard set (1)



Silver

Silver + Tile

Standard set (2)



White

White + Soda

Standard set (3)



Blue

Blue + Polygon

\*These graphics represent images of bundled and optional “costume covers”.

\*One “costume cover” comes bundled with each standard set.

\*Bundled “costume covers” can also be purchased as options.

\*\*“Costume cover” naming is tentative.

**“Costume cover” options**



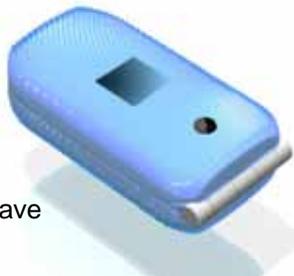
Gummi



Bull



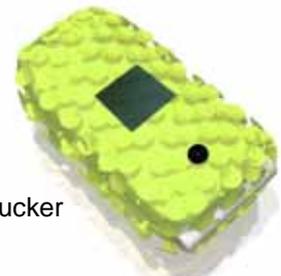
Tire



Wave



Cheese



Sucker



Mermaid



Dinosaur egg



Lawn

**“Texture panels” for V501SH by Sharp**

**Appendix 2**

Standard set (1)



(Body) Black  
(Panel) Black



(Bundled panel)  
Dark Wood

Standard set (2)



(Body) White silver  
(Panel) White



(Bundled panel)  
Beige Stone

\*Standard sets each come bundled with two “texture panels”.  
\*Bundled “texture panels” can also be purchased as options.

**“Texture panel” options**



Black Crocodile



Red Crocodile



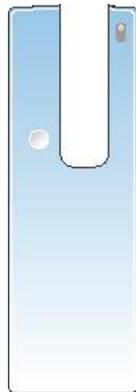
Turquoise Stone



White Stone



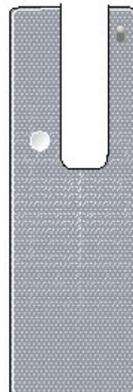
Carbon



Frosted Blue



Frosted Pink



Metal



Black Frame



White Frame