

9 June 2005

## **Vodafone K.K. to market V501T with “costume covers” and V501SH with “texture panels”**

Vodafone K.K. announces today that in early July 2005 it plans to offer two new 2G (PDC) handsets, the V501T by Toshiba, which lets customers change a handset’s appearance with interchangeable covers, and the V501SH by Sharp, which comes with panels that alter the handset’s tactile feel.

The main features of the V501T and V501SH are as follows:

### V501T

- Handset can change appearance completely with “costume covers”
- “Panel Receiver” so customers can better hear other parties in noisy environments
- “Simple Mode 3” with large fonts and simplified menus for greater ease-of-use

### V501SH

- Handset tactile feel can be changed freely with “texture panels”
- “Custom Screens” for coordinating texture panels with customized wallpaper and icons
- “Motion Control Sensor” and pre-installed applications for new gaming and mail experiences

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

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- The V501T and V501SH operate on Vodafone K.K.’s PDC network and are for use only in Japan.
- 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.
- 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 and V-kara are trademarks of Vodafone K.K.
- 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 nearly 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 158 networks in 117 countries and regions. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp)

\*Above data is current as of 31 May 2005.

## 1. Main Features

### - Handset can change appearance completely with “costume covers”

V501T customers can completely change the look of their handsets by attaching tightly fitting silicon “costume covers” to the simple clamshell body exterior. One type of “costume cover” is included with each of the three standard sets. Customers can also choose from optional costume covers in unique forms such as Bull, Tire, Cheese, Lawn and Sucker to change handset appearances with ease and a sense of fun.

### - “Panel Receiver” so customers can better hear other parties in noisy environments

The V501T comes with a “Panel Receiver” that emits sound by sending vibrations throughout the entire display panel. When in noisy environments where it is difficult to hear the other party, customers can press the “Panel Receiver” soft key to listen from both the conventional receiver at a louder volume and the display speaker at the same time for more comfortable conversations. Customers can also enjoy playing games and watching video with full sound that leaps out from the display speaker.

### - “Simple Mode 3” with large fonts and simplified menus for greater ease-of-use

For greater ease-of-use and a large font display, the V501T comes with “Simple Mode 3”, which makes it easy for beginners and the elderly to use the handset. In addition to menus limited to frequently used functions, the large-size 2.4-inch QVGA (240 x 320 pixel) display allows for crisp text viewing. By setting up to two dial numbers, one can make calls to often used numbers at the touch of a button.

## 2. Main Specifications

Size (Width x Height x Thickness)		Approx. 51 x 102 x 26 mm (when folded, not including sub-display panel)
Weight		Approx. 125g
Continuous talktime/Standby time		Approx. 120 min./approx. 380 hrs.
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. 65,536 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: standard size), 306 chars.(18 chars. x 17 lines)
Max. Mail Capacity (received/sent)		2,000/300* <sup>1</sup>
Max. photo capacity (no. of photos)		10MB, shared (max. approx. 1,000* <sup>1</sup> )
External memory		miniSD™ Memory Card (not included)
Polyphonic ring tone voices		64
Other main functions		V-appli (256K Appli Ver. 2), Chaku-Uta®, Multi-window mail viewing, Anti-spam functions, Mobile Rupo predictive text entry software, Bilingual menus, Weather indicator, Ku-man 3D character screen saver, QR Code reading
Color variations		Blue x “Polygon” (pictured), White x “Soda”, Silver x “Tile”
Costume covers (optional)* <sup>2</sup>		Bull, Tire, Cheese, Sucker, Lawn, Gummi, Wave, Mermaid, Dinosaur egg

\*1: Saving capacity depends on file sizes. \*2: Bundled costume covers can also be purchased as options.

## 3. Retail price (standard set): open price

Standard set includes mobile handset, costume cover (one type) battery pack, rapid charger

## 4. Availability: Planned for early July

## 1. Main Features

### - Handset tactile feel can be changed freely with “texture panels”

V501SH customers can easily change “texture panels” with different material feels. There are 14 texture panels to choose from in total, which include variations that represent motifs like leather, frosted glass and marble. The V501SH’s concept is to make mobile phones enjoyable while using different textures. Each standard set comes with two texture panels each and customers can also choose from other optional panels so they can easily coordinate with fashions and for different occasions.

### - “Custom Screens” for coordinating texture panels with customized wallpaper and icons

The V501SH features “Custom Screens” for coordinating the various texture panels with wallpaper and icons as desired. In addition to having corresponding wallpapers and other graphic data for the texture panels, the bundled miniSD™ Memory Card has popular cartoon character graphic data\* from Gundam and Hello Kitty (provided by Bandai Networks Co.,Ltd) and Disney pre-installed so customers can completely customise the handset exteriors and display screens as they wish. To coincide with the sale of the V501SH, a website will be opened that offers various panels and wallpapers to make handset customisation more fun.

\*Use of Disney, Gundam, and Hello Kitty Custom Screens require a custom screen key download (charged).

### - “Motion Control Sensor” and pre-installed applications for new gaming and mail experiences

The V501SH has a “Motion Control Sensor” that recognises and responds to a customer’s movements. Convenient functions include “motion control shortcuts” for instantly calling up often-used functions by moving the handset in a variety of preset patterns, and “motion control cursor”, which enables menu operations by moving the handset up, down, left or right. With pre-installed V-applis that include four games and one mail application, which all take full advantage of the motion control sensor, customers can enjoy baseball, golf and gun shooting and other in new and exciting ways.

## 2. Main Specifications

Size (Width x Height x Thickness)		Approx. 50 x 100 x 25 mm (when folded)
Weight		Approx. 142g
Continuous talktime/Standby time		Approx. 130 min./approx. 450 hrs.
Display	Main	2.4 inch (240 x 320 pixels) ASV LCD (max. 260,000 colours)
	Sub	1 line, 6 character (12 x 72 pixel) monochrome LCD
Mobile camera	Pixels/type	1.30 million effective pixels
	Zoom	Max. 8x digital zoom
	Max. photo size	960 x 1,280 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* <sup>1</sup>
Max. photo capacity (no. of photos)		10MB, shared (max. approx. 1,700* <sup>1</sup> )
External memory		miniSD™ Memory Card (32MB included)
Polyphonic ring tone voices		64
Other main functions		V-appli (256K Appli Ver. 2), Chaku-Uta®, Music player* <sup>2</sup> , V-kara Mobile Karaoke Ver. 2 (with points function), Automated mail response, Anti-spam functions, Bilingual menus, Weather indicator, IrDA, Barcode reading / composition, Predictive text entry (Keitai Shoin 3)
Color variations		White Silver x “White”/”Beige Stone” (pictured), Black x “Black”/”Dark Wood”
Texture panels (optional)* <sup>3</sup>		Black Crocodile, Red Crocodile, Metal, Carbon, Turquoise Stone, White Stone, Frosted Blue, Frosted Pink, Black Frame, White Frame

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

\*3: Bundled texture panels can also be purchased as options.


**3. Retail price (standard set):** Open price

Standard set includes mobile handset, texture panels (two types), battery pack, rapid charger, miniSD™ Memory Card (32MB), L-type video output cable

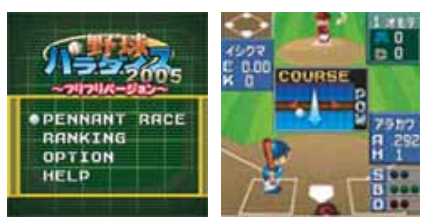
**4. Availability:** Planned for early July

**Reference: Pre-installed motion control sensor trial V-applis for the V501SH**

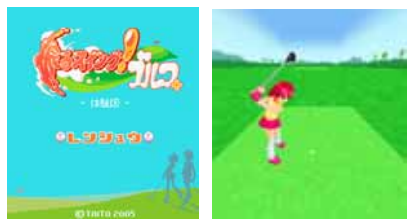
Game applications

	Name	Pipo Saru Academia: Dossari! Sarugee Daizenshuu (Ape Academy)
	Provider	Sony Computer Entertainment Inc.
	Description	Balance the handset carefully to get to the end of each course, and bananas that the apes love!


TM&©2005 Sony Computer Entertainment Inc.

	Name	Baseball Paradise 2005 -Swing Swing Version-
	Provider	G-mode, Co.,Ltd.
	Description	Wave your phone like a megaphone during a close play to cheer and improve the team's chances of making a great play!

©G-mode


	Name	Full Swing! Golf +
	Provider	TAITO Corporation
	Description	Full Swing! Golf, the mobile industry's first motion control golf game, comes back in a version with cute characters!

©2005 JFE Setonaikai Golf Club  
©TAITO 2005

	Name	The House of the Dead MOBILE
	Provider	SEGA Corporation
	Description	Realistic motion control 3D action shooting game blazes new territory in the mobile content arena!

©SEGA

Mail application

	Name	Keitai PostPet Plus
	Provider	Sony Communication Network Corporation
	Description	Have fun playing with your pet by standing the handset to get its attention, or by shaking it around to make mischief...The Motion Control Sensor brings you closer to your pet.

©Sony Communication Network Corporation

\* No charges to use the above trial V-applis. Communication and information charges apply to use of product versions.

\* Above images may differ from actual screens.

# **V501T**

Blue

(Manufactured by Toshiba)



Right: Handset + "Polygon"

# **V501SH**

White Silver

(Manufactured by Sharp)



Centre: Handset + "White", Right: Handset + "Beige Stone"