

21 July 2005

## **Vodafone K.K. to offer the compact and stylish V302SH handset with special Ferrari Edition model**

Vodafone K.K. today announces that in mid-August 2005 it plans to offer a new PDC (2G) handset, the V302SH by Sharp. In addition, a special V302SH Ferrari Edition model customised with the Ferrari logo and colours is scheduled to be available from early September.

The V302SH is a compact and stylish handset that fits snugly into the palm of one's hand and weighs in at only 90 grams. The handset is both simple and sophisticated, with features like Mobile ASV LCD for wide-angle viewing, Simple Mode for easy operation by beginners and the elderly, and customisation options to change menu screens and icons to one's preference.

Vodafone K.K. will add a special V302SH Ferrari Edition model to the V302SH lineup through its membership in Vodafone Group, an Official Sponsor of the Ferrari Formula One Team. The exterior of the Ferrari model uses colours based on Ferrari red and has the Ferrari logo on the front. With actual Ferrari F1 driver and car graphics display screens for standby, menu, calling, messaging, and for battery and signal strength icons, customers will feel as if they are in the world of Ferrari at the race track when using the V302SH.

For more information on the V302SH, please see the attached appendices.

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### **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 160 networks in 119 countries and regions. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp) \*Above data is current as of 30 June 2005.

- Produced under license of Ferrari Spa. FERRARI, the PRANCING HORSE device, all associated logos and distinctive designs are trademarks of Ferrari Spa.
- The V302SH operates on Vodafone K.K.'s PDC network and is for use only in Japan.
- 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.
- The V-appli compatible V302SH is powered by JBlend®, developed by Aplix Corporation, to speed up the execution of Java™ applications.
- V-appli is a registered trademark of Vodafone K.K.
- Vodafone, Vodafone live! and the speech mark symbol are trademarks or registered trademarks of Vodafone Group Plc.

**Vodafone K.K.**

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## 1. Main Features

### - Compact and Stylish

The V302SH features a stylish design without a protruding antenna and fits snugly into the palm of one's hand with its compact design. Weighing in at only 90 grams, the V302SH is easy to carry in one's pocket or handbag.

### - Wide-angle viewing with Mobile ASV display

The V302SH'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)

### - Customisable screens and icons

The V302SH supports Disney Style\* so customers can enjoy Disney characters and ringtones for menu icons, wallpaper, and call receiving. To suit one's mood or style, screens and icons for battery and signal strength can be also customised. For easy use by beginners and the elderly, Simple Mode, which simplifies operations to bare minimum functions and displays letters in large fonts, is also supported.

\*The V302SH Ferrari Edition model does not support Disney Style.

## 2. Main Specifications

Size (Width x Height x Thickness)		Approx. 46 x 92 x 23.5 mm (when folded)
Weight		Approx. 90 g
Continuous talktime/Standby time		Approx. 140 min./approx. 450 hrs.
Display	Main	2.0 inch (240 x 320 pixels), ASV TFT (max. 260,000 colours)
	Sub	1 line, 6 full-sized characters (12 x 72 pixels) monochrome LCD
Mobile camera	Pixels/type	310,000 effective pixels/CMOS
	Zoom	Max. 4x digital zoom
	Max. photo size	480 x 640 pixels
Max. character display (full size, display of received mails)		50 chars.(10 chars. x 5 lines), 100 chars.(10 chars. x 10 lines, standard), 400 chars. (20 chars. x 20 lines)
Max. Mail Capacity (received/sent)		1,500/480*
Max. photo capacity (no. of photos)		8MB, shared (max. approx. 1,600*)
External memory		Not supported
Polyphonic ring tone voices		40
Other main functions		V-appli (50K), IrDA, Bilingual menus, Weather indicator, Predictive text entry (Keitai Shoin 3), Bar code composition
Colour variations (standard model)		Silky White (pictured), Elegant Black

\*Saving capacity depends on file sizes.

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

Standard set includes mobile handset, battery pack, rapid charger

## 4. Availability: Planned for mid August 2005

\*Sales date differs for V302SH Ferrari Edition.

1. Main Features

The exterior of the Ferrari model uses colours based on Ferrari red and has the Ferrari logo on the front. With actual Ferrari F1 driver and car graphics display screens for standby, menu, calling, messaging, and for battery and signal strength icons, customers will feel as if they are in the world of Ferrari at the race track when using the V302SH.

2. Screen Images

Wallpapers



Mail sending and receiving images



Main menu screen



\*Above images may differ from actual display screens

3. Retail price (standard set): open price

Standard set includes mobile handset, battery pack, rapid charger

4. Availability: Planned for early September 2005

# V302SH

Silky White

(Manufactured by Sharp)



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# V302SH

Ferrari Edition

(Manufactured by Sharp)



**Ferrari**

OFFICIAL LICENSED PRODUCT