

Vodafone K.K. to offer 703SH and 903SH 3G handsets

703SH to debut as lightest 3G model in lineup and 903SH to feature industry's first 3.2 megapixel camera with 2x optical zoom

Vodafone K.K. today announces that, as part of its new 3G lineup, from early August 2005 it will offer the Vodafone 703SH handset by Sharp, the lightest model in its 3G lineup, and from mid-August it will market the Vodafone 903SH handset by Sharp, which features the industry's first* 3.2 megapixel auto focus mobile camera with 2x optical zoom.

To coincide with the sale of these new 3G handsets, Vodafone K.K. will offer expanded Chaku-Uta Full® full track music download content starting mid-August.

The main features of the handsets are as follows:

Vodafone 703SH

- Lightest Vodafone K.K. 3G handset (approx. 107g) and compact size
- Rich basic features like 2.0-inch QVGA screen, 1.3 megapixel camera, and Bluetooth®
- Quick Operations for quickly calling up often-used functions and Custom Screens

Vodafone 903SH

- Features 3.2 megapixel CCD mobile camera with 2x optical zoom and auto focus
- 3D Surround Stereo Side Speakers for realistic sound enjoyment
- 2.4-inch Mobile ASV LCD for superior display and wide-angle viewing

For more information on the Vodafone 703SH and 903SH, please see the attached appendices.

*As of 28 July 2005 in the Japanese market (according to Vodafone K.K.).

- ends -

- As of 28 July 2005 voice roaming is available on GSM networks in 119 countries and regions, with Vodafone live! internet roaming in 55 of them. In addition, 3G (W-CDMA) voice roaming is available on networks in 21 countries and regions abroad, with Vodafone live! roaming in 18 and video call roaming available in 5 of them.
- Chaku-Uta Full® is a registered trademark of Sony Music Entertainment Inc.
- AQUOS is a registered trademark of Sharp Corporation.
- Bluetooth word mark is owned by the Bluetooth SIG, Inc. and any use of such mark by Vodafone K.K. is under license.
- miniSD™ is a trademark of the SD Association.
- Macromedia® Flash™ is a registered trademark of Macromedia, Inc. in the U.S. and other countries.
- 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.

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 *Above data is current as of 30 June 2005.

1. Main Features

- Lightest Vodafone K.K. 3G handset (approx. 107g) and compact size
The 703SH is the lightest handset in the Vodafone K.K. 3G handset lineup, weighing in at only 107 grams. The handset fits nicely into the palm of one’s hand with its compact size and features a hip design. Customers can also choose from the four available colours of orange, green, white and black.
- Rich basic features like 2.0-inch QVGA screen, 1.3 megapixel camera, and Bluetooth®
The 703SH features a 2.0-inch QVGA (240 x 320 pixel) screen and a mobile camera capable of capturing 1.30 megapixels for still photos of up to SXGA sizes (960 x 1,280 pixels). Despite its compact body, the handset has a full array of features like Bluetooth® for wireless communications with PCs and other devices.
- Quick Operations for quickly calling up often-used functions and Custom Screens
The 703SH is both an easy-to-use and fun 3G handset. With Quick Operations, when customers enter numbers on the keypad, options like Calculator and Alarm automatically display, and subsequently make use of the inputted numbers when chosen. Custom Screens* lets customers choose from 3 types of menu graphics and icons, including Disney characters, to suit their style.
*The 703SH does not support downloads for screen customisation.
- Fully supports Vodafone K.K. 3G services in a compact size
The 703SH is a compact and powerful new model that fully supports Vodafone K.K. 3G services such as Vodafone live! BB, which lets customers enjoy rich music and video content by downloading large files via their PCs, video calls, international roaming and Chaku-Uta Full® full track music downloads.
*Use of Vodafone live! BB requires an external memory card.

2. Main Specifications

Network		Japan	W-CDMA
		Outside Japan	W-CDMA, GSM (900/1800/1900 MHz)
Size (Width x Height x Thickness)		Approx. 47 x 99 x 23mm (when folded)	
Weight		Approx. 107g	
Continuous talktime/ standby time		W-CDMA	Approx. 150 min./approx. 300 hrs. (when folded)
		GSM	Approx. 240 min./approx. 290 hrs. (when folded)
Display		Main	2.0-inch (240 x 320 pixel), TFT LCD (max. 260,000 colours)
		Sub-display	1 line, 6 characters (12 x 72 pixel) monochrome LCD
Mobile camera	Resolution/ Type	Main	1.30 million effective pixels/CMOS
		Sub	110,000 effective pixels/CMOS
	Zoom	Max. 8x digital zoom	
	Max. photo size	960 x 1,280 pixels	
Full-screen char. display		168 characters (14 characters x 12 lines) (Full-size characters when receiving mail)	
Max. mail capacity (received/sent)		1,000/500*	
Max. photo capacity (no. of photos)		Approx. 8MB, shared (max. of approx. 1,010)*	
External memory		miniSD™ Memory Card (not included)	
Polyphonic ring tone voices		40	
Other main functions		V-appli (Mega-appli), Mail Art, USB connectivity, IrDA, Macromedia® Flash™, PC Link, Bilingual menus, Predictive text entry (Keitai Shoin 3)	
Color variations		Orange Tag (pictured), Green Tag, White Tag, Black Tag	

* Saving capacity depends on file sizes.

3. **Retail price (standard set):** open price
Standard set includes mobile handset, battery pack, rapid charger, stereo earphone mic, and utility software (CD-ROM)
4. **Availability**
From early August 2005

**Vodafone
703SH**
Orange Tag
(Manufactured by Sharp)



(C)Disney

1. Main Features

- Features 3.2 megapixel CCD mobile camera with 2x optical zoom and auto focus
 The 903SH's best-in-class*¹ 3.20 megapixel mobile CCD camera can bring both the foreground and background clearly into focus with its 5 high-performance aspheric glass lenses. The camera also uses the Frame Interline Transfer process, the same type used in professional-quality broadcast video cameras, to prevent the "smear"*² phenomenon. 903SH customers can also enjoy advanced photography with picture sizes of up to QXGA sizes (1,536 x 2,048 pixel).
*1: As of 28 July 2005 in the Japanese market (according to Vodafone K.K.).
 *2: Smear phenomenon: phenomenon typical of CCDs, for example, when headlights or light from the sun causes vertical streaks of light to appear on the image.

- 3D Surround Stereo Side Speakers for realistic sound enjoyment
 The 903SH comes equipped with 3D Surround Stereo Side Speakers on the left and right of the handset display panel so customers can experience unprecedented audio realism. The 903SH has pre-installed ringtones and games that support 3D sound.
- 2.4-inch Mobile ASV LCD for superior display and wide-angle viewing
 The 903SH's 180 degree reversible Swivel Style 2.4-inch giant LCD 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. As a result customers can freely enjoy photography or image viewing at a variety of angles.
*In conformance with JEITA standards (5:1 contrast ratio)
- Fully supports Vodafone K.K. 3G services
 The 903SH fully supports Vodafone K.K. 3G services such as Vodafone live! BB, which lets customers enjoy rich music and video content by downloading large files via their PCs, video calls, international roaming and Chaku-Uta Full[®] full track music downloads.

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 109 x 29mm (when folded)	
Weight		Approx. 148g	
Continuous talktime/standby time		W-CDMA	Approx. 150 min./approx. 300 hrs. (when folded)
		GSM	Approx. 240 min./approx. 290 hrs. (when folded)
Display		2.4-inch (240 x 320 pixel), ASV LCD (max. 260,000 colours)	
Mobile camera	Resolution/Type	Main	3.20 million effective pixels/CCD
		Sub	110,000 effective pixels/CMOS
	Zoom	2x optical zoom, max. approx. 50x digital zoom	
Max. photo size		1,536 x 2,048 pixels	
Full-screen char. display		168 characters (14 characters x 12 lines) (Full-size characters when receiving mail)	
Max. mail capacity (received/sent)		1,000/500* ¹	
Max. photo capacity (no. of photos)		Approx. 8MB, shared (max. of approx. 1,010)* ¹	
External memory		miniSD™ Memory Card (64MB card included)	
Polyphonic ring tone voices		128	
Other main functions		V-appli (Mega-appli), Mail Art, USB connectivity, Bluetooth [®] , Macromedia [®] Flash™, PC Link, IrDA, Custom Screens* ² , Video output, Bilingual menus, Barcode reading/composition, Predictive text entry (Keitai Shoin 3)	
Color variations		Red (pictured), Black, White	

*1: Saving capacity depends on file sizes.

*2: The 903SH does not support downloads for screen customisation.

3. Retail price (standard set): open price

Standard set includes mobile handset, battery pack, rapid charger, stereo earphone mic, L-type video output cable, utility software (CD-ROM), and miniSD™ memory card (64MB)

4. Availability

From mid August 2005

Vodafone 903SH


Red

(Manufactured by Sharp)




Vodafone K.K. plans to offer expanded Chaku-Uta Full® full track music download content from mid-August 2005.


Planned content:

	Name	Artist's Official Sounds Full
	Content provider	MLJ Inc.
	Details	Full tracks from popular groups like GLAY, Def Tech, Mastuken, Kishidan, SE7EN.


©m-up/© MLJ

	Name	BEING GIZA STUDIO Full
	Content provider	ZET CO.,LTD.
	Details	Features the latest and nostalgic full tracks from artists like B'z, ZARD and Mai Kuraki.

©ZET

	Name	Zettai! Yogyaku Full
	Content provider	LABEL MOBILE INC.
	Details	Full length international artist tracks from the latest hit charts to the classics.

©LABEL MOBILE INC.

	Name	Record Gaisya Cyokuei Full
	Content provider	LABEL MOBILE INC.
	Details	Full length tracks galore and double the enjoyment with CD jacket photos.

©LABEL MOBILE INC.

*Communication and information charges apply when using the above sites.

Planned launch date: From mid-August 2005