

4 August 2005

Vodafone K.K. releases the 703SH, its lightest 3G model

Vodafone K.K. today announces that on 5 August 2005 it will commence nationwide sales of the Vodafone 703SH 3G handset announced last month.

The Vodafone 703SH is the lightest model in the Vodafone K.K. 3G handset lineup (approx. 107grams), and fits nicely into the palm of one's hand with its compact size. The handset features a hip design and comes in four colours of orange, green, white and black.

The main features of the Vodafone 703SH are as follows:

- Lightest Vodafone K.K. 3G handset, weighing in at 107 grams, and compact size
- Rich basic features like 2.0-inch QVGA screen, 1.3 megapixel camera, and Bluetooth®
- Fully supports Vodafone 3G services such as Vodafone live! BB, video calls and international roaming
- Quick Operations for quickly calling up often-used functions, and Custom Screens which let customers choose from 3 types of menu graphics and icons, including Disney characters, to suit their style

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- As of 4 August 2005 voice roaming is available on GSM networks in 120 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.

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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 *Above data is current as of 30 June 2005.

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



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Green Tag



White Tag



Black Tag