

10 November 2005

## **Vodafone K.K. releases 703SHf Mobile Wallet 3G model**

*Vodafone live! FeliCa service to start in conjunction with launch of 703SHf*

Vodafone K.K. today announces that on 11 November 2005 it will commence nationwide sales of the Mobile FeliCa smart card equipped Vodafone 703SHf 3G handset by Sharp. In addition, it will launch the 'Vodafone live! FeliCa' service on 11 November so customers can use their handsets for plane ticketing, point programmes and electronic money shopping.

The 703SHf is Vodafone K.K.'s first Mobile Wallet ("OsaiFu-Keitai") compatible handset with an embedded Mobile FeliCa smartcard.

The main features of the 703SHf are as follows:

- Vodafone K.K.'s first Mobile Wallet handset with embedded Mobile FeliCa smart card
- Lightest\* Mobile Wallet handset weighing in at approximately 109 grams, with enhanced basic functions such as a 1.3 megapixel camera and a 2.0-inch Mobile ASV LCD
- Host of useful features such as a Music Player for music track enjoyment and 'Custom Screens' which let customers choose from 3 menu and icon themes, including Disney characters, to suit their style

For more information on the 703SHf and the Vodafone live! FeliCa service, please see the attached appendices.

\*As of 10 November 2005, among mobile handsets on sale in Japan (according to Vodafone K.K.).

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- As of 11 November 2005 voice roaming is available on GSM networks in 128 countries and regions, with Vodafone live! internet roaming in 56 of them. In addition, 3G (W-CDMA) voice roaming is available on networks in 23 countries and regions abroad, with Vodafone live! roaming in 20 and video call roaming available in 6 of them.
- FeliCa is the contactless IC card technology developed by Sony Corporation.
- FeliCa is a registered trademark of Sony Corporation.
- "OsaiFu-Keitai" refers to mobile phones equipped with a contactless IC card for useful online functions/services such as electronic money, credit card payments, electronic ticketing, memberships, and more.
- Edy is a prepaid-type electronic money service brand managed by bitWallet, Inc.
- Chaku-Uta Full® is a registered trademark of Sony Music Entertainment Inc.
- miniSD is a trademark of the SD Association.
- Bluetooth word mark is owned by the Bluetooth SIG, Inc. and any use of such mark by Vodafone K.K. is under license.
- QR Code is a registered trademark of Denso Wave Incorporated.
- Macromedia® Flash™ is a trademark of registered trademark of Macromedia, Inc. in the U.S. and other countries.
- Powered by JBlend™, ©1997-2005 Aplix Corporation. All rights reserved..
- 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 in 128 countries and regions on 177 networks. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp) \*Above data is current as of 31 October 2005.

## Vodafone 703SHf (by Sharp)

### 1. Main Features

- Vodafone K.K.'s first Mobile Wallet handset with embedded Mobile FeliCa smart card

The 703SHf comes with an integrated Mobile FeliCa smartcard to support 'Vodafone live! FeliCa' so customers can use their handsets for plane ticketing, point programmes and electronic money shopping. In addition, the handset features enhanced security functions that allows customers to remotely lock the Mobile FeliCa smart card by phone or mail\* in case of loss, making it relevant for use on a daily basis in various ways.

\*Not available when the handset is out of range, set in off-line mode or switched off.

- Lightest\* Mobile Wallet handset weighing in at approximately 109 grams, with enhanced basic functions such as a 1.3 megapixel camera and a 2.0-inch Mobile ASV LCD

The 703SHf is the lightest\* Mobile Wallet compatible handset, weighing in at approximately 109 grams. It also has the smallest width in the Vodafone 3G lineup at approximately 47mm. In its easy-to-carry compact and slim body, the handset features enhanced basic functions such as a 1.3 megapixel camera that can snap close-ups and a high-quality wide angle view 2.0-inch Mobile ASV LCD.

\*As of 10 November 2005, among mobile handsets on sale in Japan (according to Vodafone K.K.).

- Host of useful features such as a Music Player for music track enjoyment and 'Custom Screens' which let customers choose from 3 menu and icon themes, including Disney characters, to suit their style

The 703SHf features a Music Player that supports Chaku-Uta Full<sup>®</sup> music tracks downloaded from Vodafone live! or PC music files transferred to memory cards<sup>\*1</sup>. It also has a variety of convenient and fun functions, such as 'Custom Screens'<sup>\*2</sup>, which let customers choose from 3 menu and icon themes, including Disney characters, to suit their style, and Quick Operations that automatically displays options such as Calculator and Alarm on the screen when numbers are entered in the keypad for a speedy selection of functions. In addition, despite its compact body, the 703SHf fully supports Vodafone K.K. 3G services such as video calls and global roaming.

\*1: Supports AAC and SD-Audio MP3/AAC music files. For music files transferred to memory cards, it is necessary to use PC music management software and change/save data in a compatible format. However, depending on the software used, it may not be possible to properly play music tracks on the 703SHf.

\*2: The 703SHf does not support downloads for screen customisation.

## 2. Main Specifications

Network	Japan	W-CDMA	
	Abroad	W-CDMA, GSM (900/1800/1900 MHz)	
Size (Width x Height x Thickness)		Approx. 47 x 101 x 24mm (when folded)	
Weight		Approx. 109g	
Continuous talktime/ standby time	W-CDMA	Approx. 150 min./approx. 330 hrs. (when folded)	
	GSM	Approx. 240 min./approx. 300 hrs. (when folded)	
Display	Main	2.0-inch (240 x 320 pixels) Mobile ASV LCD (260,000 colours)	
	Sub	1 line, 6 full characters (12 x 72 pixel) monochrome LCD	
Mobile camera	Pixels/ Type	Main	1.30 million effective pixels/CMOS
		Sub	110,000 effective pixels/CMOS
	Zoom		Max. of approx. 8x (digital zoom)
	Max. photo size		960 x 1,280 pixels
Full-screen character display (full size characters when displaying received mails)		72 characters (9 characters x 8 lines) 110 characters (11 characters x 10 lines: standard size) 168 characters (14 characters x 12 lines)	
Max. mail capacity (received/sent)		1,000/500*	
Max. photo capacity (no. of photos)		Approx. 8MB, shared (max. approx. 1,010*)	
External memory		miniSD™ Memory Card (not included)	
Polyphonic ring tone voices		40	
Other main functions		V-appli (Mega Appli), Bluetooth®, Mail Art, USB connectivity, PC link, IrDA, Macromedia® Flash™, Bilingual menus, Barcode reading/composition, Predictive text entry (Keitai Shoin 3)	
Color variations (pictured)		Wave Red, Carbon Black, Cork Beige	

\*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 11 November 2005

## Vodafone 703SHf (Manufactured by Sharp)



From Left: Wave Red, Carbon Black, Cork Beige

## Vodafone live! FeliCa Service Overview

### 1. Main Features

- By swiping the handset over a reader, customers can use transportation, electronic money, and point programmes relevant to their daily lives
- A new Vodafone live! FeliCa menu will be added to the Vodafone live! menu list
- Possible to check usage histories, balances and other information on the handset display by using IC applis of various services<sup>\*1</sup>
- Possible to make online recharges and conduct a variety of procedures over the network
- Possible to lock functions both remotely and directly<sup>\*2</sup>. Customers can confirm lock status via display icons, and by mail and phone if the handset is not readily available<sup>\*3</sup>
- Possible to activate various functions (mail, V-appli, browser, vibration, text) by swiping the handset\*
- Possible to offer large-size IC applis by utilising V-appli features

\*1: Communication charges may apply depending on the service.

\*2: Not available when the handset is out of range, set in off-line mode or switched off.

\*3: May not be supported according to handset model.

### 2. Service List (service providers in alphabetical order)

\*as of 11 November 2005

Service [Category]	Service Provider	Details
 ANA (All Nippon Airways) [Transport]	All Nippon Airways Co., Ltd.	"Smart eService" offers smooth flight booking to check-in. "Keitai de Edy Miles" allows customers to earn air miles from purchases using "Edy".
 Edy [Electronic money]	bitWallet, Inc.	Prepaid electronic money service available in approx. 25,000* Edy affiliated stores nationwide. A light touch with a dedicated device at the store register allows for quick and easy payment. *As of 1 November 2005
 第一興商 clubDAM members [Member/point card]	DAIICHIKOSHO CO., LTD.	Mobile Wallet handset can be used as a member's card for the "clubDAM MEMBERSHIP" service. DAM Station offers various content and chargeable content can be easily paid for using "Edy".
 GEO [Member/point card]	GEO Corporation	Mobile Wallet handset can be used as a member/point card. Also offers various privileges to GEO Net Members. Compatible with "Edy". (Scheduled to start from 16 Nov.)
 JAL (Japan Airlines) [Transport]	Japan Airlines Domestic Co. Ltd. / Japan Airlines International Co., Ltd.	"JAL IC Check-in Service" allows customers to board flights using "Touch & Go" while "JAL IC Coupons" lets users shop in airports or make payments in hotels.
 SEGA® Sega Moba [Member/point card]	SEGA Corporation	Enjoy "Edy" compatible games with Mobile Wallet handsets and earn Sega Moba corresponding points with certain privileges for Sega Moba Members.
 TOWNPOCKET [Member/point card]	Techfirm, Inc.	A single Mobile Wallet handset can be used as multiple member cards. Information is also available on bookmarked shops.
 ヨドバシカメラ Yodobashi Camera Gold Point Card [Member/point card]	Yodobashi Camera Co., Ltd.	Mobile Wallet handset can be used as a Yodobashi Camera Gold Point Card. Also possible to change existing cards to Mobile Wallet handsets. Payments can be made using "Edy".

\*Please confirm the details of Vodafone live! FeliCa compatible services with each of the service providers.

### 3. Service Launch: from 11 November 2005