

21 November 2005

Vodafone K.K. to offer 804SH Mobile Wallet 3G handset

New model features Motion Control Sensor that responds to movements

Vodafone K.K. today announces that it has completed development of the Vodafone 804SH, a new 3G model by Sharp, which will be marketed in Japan from mid-January 2006.

The 804SH is a Mobile Wallet (“OsaiFu-Keitai”) compatible handset with an embedded Mobile FeliCa smartcard to support the ‘Vodafone live! FeliCa’ service, which lets customers use their handsets in ways relevant to their daily lives such as for transportation ticketing, electronic money shopping and point card services. The 804SH is also Vodafone K.K.’s first 3G handset to feature a Motion Control Sensor that responds to movements, thus enabling customers to enjoy new virtual gaming experiences by moving the handset in corresponding directions.

The main features of the 804SH are as follows:

- Mobile Wallet handset with embedded Mobile FeliCa smart card to support Vodafone live! FeliCa
- Vodafone K.K.’s first 3G handset with Motion Control Sensor that responds to movements
- Host of fun features such as ‘Custom Screens’ for menu screen icon and wallpaper customisation and Music Player for convenient music enjoyment

For more information on the 804SH, please see the attached appendix.

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- As of 21 November 2005 voice roaming is available on GSM networks in 129 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 21 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.
- 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.
- 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 *Above data is current as of 31 October 2005.

Vodafone 804SH (by Sharp)

1. Main Features (planned)

- Mobile Wallet handset with embedded Mobile FeliCa smart card to support Vodafone live! FeliCa

The 804SH comes with an integrated Mobile FeliCa smartcard to support 'Vodafone live! FeliCa' so customers can use their handsets in ways relevant to their daily lives such as for transportation ticketing, electronic money shopping and point card services. The handset also features an enhanced security function that allows customers to remotely lock* the Mobile FeliCa smart card by phone or mail in case of loss.

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

- Vodafone K.K.'s first 3G handset with Motion Control Sensor that responds to movements

The 804SH is equipped with a Motion Control Sensor that responds to movements. By using the sensor, the integrated compass function enables customers to check the direction the handset is facing. Customers can also enjoy new virtual mobile gaming experiences by moving the handset in corresponding directions.

- Host of fun features such as 'Custom Screens' for menu screen icon and wallpaper customisation and Music Player for convenient music enjoyment

The 804SH features a host of fun functions such as 'Custom Screens' for menu screen icon and wallpaper, antenna display and battery indicator customisation, and a Music Player that allows customers to continuously play Chaku-Uta Full® music tracks downloaded from Vodafone live! or PC music files transferred to memory cards*¹ for a maximum of approximately 10 hours*².

*1: Supports AAC and SD-Audio MP3/AAC music files. For music files transferred to memory cards, it is necessary to transfer files using 'SD-Jukebox Ver.5.0 LE' software (included in the standard set) or use PC music management software to change/save data in a compatible format and transfer using 'Music Manager' music transfer software (included in the standard set). However, depending on the software used, it may not be possible to properly play music tracks on the 804SH.

*2: Average time when the handset is folded, stationary and able to receive calls as normal, with standard sound effects, and using the LC audio remote control (included in the standard set).

2. Main Specifications (planned)

Network	Japan	W-CDMA
	Abroad	W-CDMA, GSM (900/1800/1900 MHz)
Size (Width x Height x Thickness)		Approx. 52 x 102 x 24mm (when folded)
Weight		Approx. 120g
Continuous talktime/standby time	W-CDMA	Approx. 150 min. / approx. 370 hrs. (when folded)
	GSM	Approx. 240 min. / approx. 370 hrs. (when folded)
Display	Main	2.2-inch (240 x 320 pixels) Mobile ASV LCD (max. 265,000 colours)
	Sub	1 line, 6 full characters (12 x 72 pixels) monochrome LCD
Mobile camera Pixels /type	Main	2.0 million effective pixels/CCD
	Sub	110,000 effective pixels/CMOS
External memory		miniSD™ Memory Card (not included)
Other main functions		V-appli (Mega Appli), Video call, Global roaming, Bluetooth®, Mail Art, USB connectivity, PC link, IrDA, Macromedia® Flash™, Bilingual menus
Color variations (pictured)		Snow, Lime, Marron (Chestnut Brown)

*Above specifications are subject to change as the Vodafone 804SH is currently under development.

3. Availability

From mid-January 2006

Vodafone 804SH

(Manufactured by Sharp)



From Left: Snow, Lime, Marron (Chestnut Brown)