

21 December 2005

Vodafone K.K. releases 804SH, stylish Mobile Wallet 3G model

Vodafone K.K. today announces that it will commence sales of the Vodafone 804SH, a new 3G handset by Sharp, on 22 December 2005 in the Chugoku and Shikoku regions, and all other regions on 17 January 2006.

The 804SH is a new “form” of handset with the upper body of the clam-shell model (the upper side when folded) and the under body (the under side when folded) featuring different forms and material feel. The upper body, which has the display screen, is flat with a sophisticated metallic finish, while the under body is rounded to fit comfortably in the palm of one’s hand, creating a new contrasting design mobile sensation. The 804SH is not only stylish on the outside as it also features ‘Custom Screens’ for menu screen icon and wallpaper customisation, allowing customers to express their individuality from the display screen.

The main features of the 804SH are as follows:

- New contrasting design with the upper and under body of the handset featuring different forms and material feel
- Mobile Wallet (“Osaifu-Keitai[®]”) handset with embedded Mobile FeliCa smartcard to support Vodafone live! FeliCa
- Host of fun functions such as ‘Custom Screens’ for menu screen icon and wallpaper customisation and Music Player for convenient music enjoyment
- Vodafone K.K.’s first 3G handset with Motion Control Sensor that responds to movements

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

- ends -

- As of 21 December 2005 voice roaming is available on GSM networks in 130 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 7 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.
- “Osaifu-Keitai” is a registered trademark of NTT DoCoMo, Inc. in Japan.
-  is a registered trademark of FeliCa Networks, Inc.
- 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 over 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 129 countries and regions on 180 networks. For more information, please visit www.vodafone.jp *Above data is current as of 30 November 2005.

Vodafone 804SH (by Sharp)

1. Main Features

- New contrasting design with the upper and under body of the handset featuring different forms and material feel

The 804SH is a new "form" of handset with the upper body of the clam-shell model (the upper side when folded) and the under body (the under side when folded) featuring different forms and material feel. The upper body, which has the display screen, is flat with a sophisticated metallic finish, while the under body is rounded to fit comfortably in the palm of one's hand, creating a new contrasting design mobile sensation.

- Mobile Wallet handset with embedded Mobile FeliCa smartcard 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 smartcard 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.

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

The 804SH features 'Custom Screens' which lets customers customise menu screen icons and wallpaper, antenna display and battery indicator to suit their style, and for further screen customisation enjoyment, customers can also directly download popular character graphics from 'Custamo™¹', a dedicated customisation website. The handset also features a Music Player that allows customers to continuously play Chaku-Uta Full® music tracks downloaded from Vodafone live! or PC music files² transferred to memory cards for a maximum of approximately 10 hours³, and comes with a LCD audio remote control with mic & earphone that displays song names for convenient music enjoyment.

*1: For further details please visit www.custamo.com (Japanese only).

*2: 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' dedicated music transfer software (included in the standard set). However, depending on the PC software used, it may not be possible to properly play music tracks on the 804SH.

*3: Average time when the handset is folded, stationary and able to receive calls as normal, with 'standard' sound effects, and using the LCD audio remote control with mic & earphone (included in the standard set). Continuous playing time may change depending on volume and music.

- 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.

*As the Motion Control Sensor detects magnetism and acceleration, it may not work properly if movement is too strong or in environments that disrupt the magnetism such as near metal products, in environments with high electromagnetic waves or in trains (under pantograph).

- Seven pre-installed trial version game applications including a horror adventure game with realistic 3D sound for a new mobile gaming experience and Motion Control Sensor compatible virtual reality games

The 804SH comes with seven pre-installed trial version V-applis (Java™ applications) including a horror adventure game that can be enjoyed with realistic 3D sound effects* that unfolds by voice for a new mobile gaming experience, and Motion Control Sensor compatible golf and gun shooting games that can be played by shaking or tilting the handset.

*3D sound can be enjoyed using the LCD audio remote control with mic & earphone (included in the standard set) or commercially available stereo earphones.

2. Main Specifications

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.	
	GSM	Approx. 240 min. / approx. 370 hrs.	
Display	Main	2.2-inch (240 x 320 pixels), Mobile ASV LCD (max. 265,000 colours)	
	Sub	1 line, 6 characters (12 x 72 pixels) monochrome LCD	
Mobile camera	Pixels /Type	Main	2.0 million effective pixels/CCD
		Sub	110,000 effective pixels/CMOS
	Zoom		Max. 20x digital zoom
	Max. photo size		1,216 x 1,632 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 (received/sent)		1,000 / 500*	
Max. photo capacity (no. of photos)		Max. approx. 20MB, shared (max. approx. 2,520)*	
External memory		miniSD™ Memory Card (not included)	
Polyphonic ring tone voices		128	
Other main functions		V-appli (Mega Appli), Video call, Global roaming, Bluetooth®, Mail Art, USB connectivity, PC link, IrDA, Macromedia® Flash™, Bilingual menus, QR Code reading/composition, Predictive text entry (Keitai Shoin 4)	
Colour variations (pictured)		Snow, Lime, Marron (Chestnut Brown)	

*Saving capacity depends on file sizes.

3. Retail Price (standard set): open price

Standard set includes mobile handset, battery pack, rapid charger, LCD audio remote control with mic & earphone, utility software (CD-ROM, includes SD-Jukebox Ver.5.0 LE) and USB cable

4. Availability

From 22 December 2005 in the Chugoku and Shikoku regions and from 17 January 2006 in all other regions

- 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 or registered trademark of Adobe Systems Inc. in the U.S. and other countries.
- QR Code is a registered trademark of Denso Wave Incorporated.
- 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 804SH

(Manufactured by Sharp)



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