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Vodafone K.K. unveils Vodafone 905SH for “One Seg” digital TV

New 3G model features “Cycloid Style” rotating display for easy mobile TV viewing

Vodafone K.K. today announces the development of the Vodafone 905SH by Sharp, a new 3G handset capable of receiving “One Seg”^{*1} terrestrial digital TV broadcasts. The new model is planned for June 2006, a time scheduled for international football matches.

The Vodafone 905SH features a “Cycloid Style” LCD that can rotate 90 degrees to a horizontal position. This design innovation enables customers to enjoy digital TV broadcasts in 400 x 240 pixel resolution, full widescreen 16:9 aspect ratio^{*2} format. In addition to hand-held viewing, the Vodafone 905SH is also great for relaxed TV enjoyment at home—even in open position, the handset is stable when placed on a flat surface and set at a desired viewing angle. The handset has a large-size 2.6-inch Mobile ASV LCD, which is based on ASV (Advanced Super View) technology for vivid, wide-angle viewing, found in Sharp's AQUOS line of LCD TVs. A 6 colour filter also enables unrivaled colour purity in digital and analogue TV broadcasts, even while outdoors.

The main features of the Vodafone 905SH are as follows:

- Capable of receiving terrestrial digital and analogue TV broadcasts
- “Cycloid Style” 90 degree rotating LCD, optimal for watching TV
- Large-size 2.6-inch Mobile ASV LCD, for high-resolution, widescreen TV viewing
- Supports the latest 3G services like Vodafone live! FeliCa, Vodafone live! CAST, and Bluetooth[®] chat

For more information on the Vodafone 905SH, please see the attached appendix.

*1: Based on the ISDB-T standard, One Seg is Japan's digital TV broadcast service solely for mobile devices.

*2: A screen to image ratio which compares vertical and horizontal length (pixel count).

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- The Vodafone 905SH is for use in Japan only.

- Digital TV, analogue TV, and FM radio broadcast signals may be subject to noise or not received depending on environment.

- AQUOS is a registered trademark of Sharp Corporation.

- FeliCa is the contactless IC card technology developed by Sony Corporation.

- FeliCa is a registered trademark of Sony Corporation.

- Chaku-Uta Full[®] is a registered trademark of Sony Music Entertainment Inc.

- miniSD is a trademark of the SD Association.

- Bluetooth[®] functions are not guaranteed to wirelessly communicate with all Bluetooth[®] devices.

- 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.

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- JBlend and all JBlend-based trademarks and logos are trademarks or registered trademarks of Aplix Corporation in Japan and other countries.

- The Vodafone 905SH is powered by JBlend[™], developed by Aplix Corporation, to speed up the execution of Java[™] applications.

- V-appli and Mega Appli are registered trademarks or trademarks of Vodafone K.K.

- Vodafone, Vodafone live! and the speech mark symbol are registered trademarks or 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 140 countries and regions on 192 networks. For more information, please visit www.vodafone.jp *Above data is current as of 28 February 2006.

Vodafone 905SH by Sharp

1. Main features (planned)

- Capable of receiving terrestrial digital and analogue TV broadcasts
The Vodafone 905SH is capable of receiving terrestrial digital TV broadcasts for mobile devices and subtitle display. Customers can also enjoy watching analogue TV broadcasts and listening to FM radio by using the handset's analogue TV tuner.
*Digital TV, analogue TV, and FM radio broadcast signals may be subject to noise or not received depending on environment.
- "Cycloid Style" 90 degree rotating LCD, optimal for watching TV
The Vodafone 905SH's LCD uses a "Cycloid Style" design that can rotate 90 degrees to a horizontal position. This innovation enables customers to enjoy vivid TV broadcasts in 400 x 240 pixel resolution, full widescreen 16:9 aspect ratio*. Customers can also view TV in the vertical position, which is suitable for subtitle display and data broadcasts. In addition to hand-held viewing, the Vodafone 905SH is also great for relaxed TV viewing at home—even in open position, the handset is stable when placed on a flat surface and set at a desired viewing angle.
*A screen to image ratio which compares vertical and horizontal length (pixel count).
- Large-size 2.6-inch Mobile ASV LCD, for high-resolution, widescreen TV viewing
The Vodafone 905SH has a large-size 2.6-inch Mobile ASV LCD, which is based on ASV (Advanced Super View) technology for vivid, wide-angle viewing, found in Sharp's AQUOS line of LCD TVs. The display offers wide, crisp views of 160 degrees* from all angles without any colour distortion. A 6 colour filter also enables unrivaled colour purity in digital and analogue TV broadcasts, even while outdoors.
*In conformance with JEITA standards (5:1 contrast ratio)
- Supports the latest 3G services like Vodafone live! FeliCa, Vodafone live! CAST, and Bluetooth® chat*
In addition to supporting current services like Vodafone live! FeliCa and Vodafone live! BB, the Vodafone 905SH is also compatible with brand new offerings like Vodafone live! CAST, a service that automatically delivers mobile magazine-like content to handsets overnight, Vodafone Address Book, which lets customers back up their handset address books to a dedicated network server, and instant messaging and multiplayer game V-apps that use Bluetooth® technology.
*Due to the characteristics of Bluetooth®, unsolicited requests may come from other parties when using this application. Concerned guardians may use a PIN lock function to prevent usage by minors.

2. Main Specifications (planned)

Network			W-CDMA *for use in Japan only
Size (Width x Height x Thickness)			Approx. 49 x 105 x 27mm (when folded)
Weight			Approx. 143 g
Continuous talktime / standby time			Approx. 180 min. / approx. 360 hrs. (when folded)
Digital TV continuous viewing			Approx. 4 hours [preliminary] (when using earphones)
Display	Main		2.6-inch (240 x 400 pixels), Mobile ASV LCD (max. 260,000 colours)
	Sub		1 line, 6 characters (12 x 72 pixels) monochrome LCD
Mobile camera	Pixels /Type	Main	2.02 million effective pixels/CCD
		Sub	110,000 effective pixels/CMOS
External memory			miniSD™ Memory Card (sold separately)
Other main functions			V-appli (Mega Appli), Chaku-Uta Full®, Video call, Deru Moji 3D Pictogram Display, Mail Art, Custom Screens, USB connectivity, PC Link, IrDA, Macromedia® Flash™, Bilingual menus
Colour variations			Black (pictured), White, Aqua Marine

*Above specifications are subject to change as the Vodafone 905SH is currently under development.

Vodafone 905SH

(Manufactured by Sharp) (Black)



(when folded)



(when opened, with rotated display)



(when using antenna)