

23 March 2006

## **Vodafone K.K. releases Vodafone 804SS, world's thinnest\*<sup>1</sup> 3G model**

*Japan's first handset from Samsung Electronics to launch nationwide on 25 March*

Vodafone K.K. today announces that on 25 March 2006 it will commence nationwide sales of the Vodafone 804SS, a new 3G handset by Samsung Electronics. The Vodafone 804SS represents Samsung's first mobile phone for the Japanese market.

The Vodafone 804SS is the world's thinnest\*<sup>1</sup> clamshell 3G handset, measuring just 14.9mm and weighs only 98g, making it Vodafone K.K.'s lightest 3G model\*<sup>2</sup>, and a nice fit for any suit pocket. The Vodafone 804SS is also a great tool for business, as customers can view PDF, Microsoft® Word and other file types\*<sup>3</sup> on the handset, and it also supports PC Link\*<sup>4</sup>. For after-hours entertainment, the Vodafone 804SS features a music player with external controls for easy access to music tracks when the handset is closed.

The main features of the Vodafone 804SS are as follows:

- World's thinnest 3G handset\*<sup>1</sup> and lightest in Vodafone K.K. 3G lineup\*<sup>2</sup>
- Document viewing for PDF, Microsoft® Word/Excel, PowerPoint® and other file types\*<sup>3</sup>
- Full-fledged music player functions with external controls
- Supports Deru Moji 3D Pictogram Display for pop-up animations in received mails

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

\*1: Among clamshell 3G handsets as of 23 March 2006 (according to Samsung Electronics).

\*2: As of 23 March 2006 (according to Vodafone K.K.).

\*3: Supported application documents may not display properly according to content and file size. Document viewing images do not completely match those of PCs and other devices.

\*4: Vodafone 804SS comes bundled with dedicated PC Studio utility software. Compatible with Windows® 2000/XP operating systems.

- ends -

- As of 23 March 2006 voice roaming is available on GSM networks in 142 countries and regions, with Vodafone live! internet roaming in 59 of them. In addition, 3G (W-CDMA) voice roaming is available on networks in 24 countries and regions abroad, with Vodafone live! roaming in 23 and video call roaming available in 9 of them.

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

- Microsoft® Word and Microsoft® Excel are Microsoft Corporation product names.

- Microsoft, Windows, and PowerPoint® are registered trademarks of Microsoft Corporation in the U.S. and other countries.

- Windows is an abbreviation for the Microsoft Windows operating system.

- Bluetooth word mark is owned by the Bluetooth SIG, Inc. and any use of such mark by Vodafone K.K. is under license.

- V-applis are Java™ compatible applications.

- Powered by JBlend™, ©1997-2006 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.

- The Vodafone 804SS is powered by JBlend™, developed by Aplix Corporation, to speed up the execution of Java™ applications.

- V-appli and Sha-mail 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. For more information, please visit [www.vodafone.jp](http://www.vodafone.jp) \*Above data is current as of 28 February 2006.

## Vodafone 804SS by Samsung Electronics

### 1. Main features

- World's thinnest\*<sup>1</sup> 3G handset and lightest in Vodafone K.K. 3G lineup\*<sup>2</sup>**  
 The Vodafone 804SS is the world's thinnest\*<sup>1</sup> 3G clamshell handset, measuring just 14.9mm and is also the lightest model in the Vodafone K.K. 3G lineup\*<sup>2</sup>, weighing only 98g. The Vodafone 804SS features an array of full-fledged hardware specifications housed in its sleek casing, including a 2.3-inch QVGA main display, a colour sub-display, and a mobile camera capable of taking pictures in 1.30 effective megapixel resolutions. The handset also supports Vodafone K.K. mainstay 3G services like video calling and international roaming.  
\*1: Among clamshell 3G handsets as of 23 March 2006 (according to Samsung Electronics)  
 \*2: As of 23 March 2006 (according to Vodafone K.K.)
- Document viewing for PDF, Microsoft® Word, Excel, PowerPoint® and other file types\*<sup>1</sup>**  
 The Vodafone 804SS is a great tool for business. A viewing function can zoom in or out of PDF, Microsoft® Word, Excel, and PowerPoint® documents, enabling customers to check business materials on the go without carrying a notebook PC\*<sup>1</sup>. Customers can also synchronise\*<sup>2</sup> their contacts and schedules with a PC by using the PC Link function.  
\*1: Supported application documents may not display properly according to content and file size. Document viewing images do not completely match those of PCs and other devices.  
 \*2: Vodafone 804SS comes bundled with dedicated PC Studio utility software. Compatible with Windows® 2000/XP operating systems.
- Full-fledged music player functions with external controls**  
 The Vodafone 804SS features a music player so customers can listen to downloaded Chaku-Uta Full® music tracks and CD tracks transferred to the handset from a PC\*. External music keys on the front make it easy to access tracks while the handset is closed. Music lovers will also appreciate the Vodafone 804SS's 145MB of memory, stereo speakers and high-quality acoustics.  
\* PC Studio, which comes bundled with the Vodafone 804SS, required for this operation. Compatible with Windows® 2000/XP operating systems.
- Supports Deru Moji 3D Pictogram Display for pop-up animations in received mails**  
 The Vodafone 804SS supports Deru Moji 3D Pictogram Display, a feature that shows pop-up 3D animations in received mails. By combining handwritten-style characters with their photos, customers can create completely original message images, which can then be sent off as Sha-mails that resemble postcards\*. \*Images may not be delivered properly depending on the receiver's handset.

### 2. Main Specifications

Network	Japan	W-CDMA
	Abroad	W-CDMA, GSM (900/1800/1900 MHz)
Size (Width x Height x Thickness)		Approx. 50.5 x 99 x 14.9mm (when folded)
Weight		Approx. 98g
Continuous talktime/standby time	W-CDMA	Approx. 150 min. / approx. 290 hrs. (when folded)
	GSM	Approx. 210 min. / approx. 220 hrs. (when folded)
Display	Main	2.3-inch (240 x 320 pixels), TFT LCD (max. 260,000 colours)
	Sub	1.07-inch (128 x 128 pixels) TFT LCD (max. 65,000 colours)
Mobile camera (pixels/type)	Main	1.30 million effective pixels/CMOS
	Sub	300,000 effective pixels/CMOS
External memory		-
Other main functions		V-appli (Mega Appli), Mail Art, Vodafone live! BB, USB connectivity, Bluetooth®*1.1, Bilingual menus, Voice recorder
Colour variations (pictured)		Black, Orange

\*Not guaranteed to wirelessly connect with all Bluetooth devices.

**3. Retail Price (standard set):** open price

Standard set includes mobile handset, battery pack, rapid charger, stereo earphone mic, USB cable, and PC Studio utility software (CD-ROM)

**4. Availability**

From 25 March 2006

## Vodafone 804SS

(Manufactured by Samsung Electronics)



From left:



Black



Orange