

13 April 2006

## **Vodafone K.K. releases Vodafone 904SH with industry's first\*<sup>1</sup> VGA LCD**

*New 3G flagship model to go on sale 15 April*

Vodafone K.K. today announces that on 15 April 2006 it will commence nationwide sales of the Vodafone 904SH, a new 3G handset by Sharp that features the industry's first\*<sup>1</sup> VGA (Video Graphics Array: 480 x 640 pixel) liquid crystal display (LCD).

The Vodafone 904SH's VGA LCD has four times the resolution of current QVGA (Quarter Video Graphics Array: 240 x 320 pixel) LCDs, making it possible to reproduce visuals and render small characters with more vividness and clarity than before.

The Vodafone 904SH also supports new communication services that use Bluetooth<sup>®</sup> technology so friends and acquaintances can enjoy instant messaging\*<sup>2</sup> and multiplayer games within a 10-metre radius, free of charge. In addition, the Vodafone 904SH features a new Motion Control Sensor capable of measuring handset posture in all directions in 3D. Customers will be able to enjoy a host of new V-applis that take full advantage of the new sensor's enhanced accuracy. The Vodafone 904SH flagship model will also support new services and features, such as Face Recognition for enhanced privacy protection.

The main features of the Vodafone 904SH are as follows:

- First mobile handset\*<sup>1</sup> to feature a high-resolution VGA LCD
- 3.2 megapixel autofocus 2x optical zoom camera with still photo stabilizer
- New communication services that use Bluetooth<sup>®</sup> technology so nearby friends and acquaintances can enjoy instant messaging\*<sup>2</sup> and multiplayer games
- Compatible with a range of new services and features, including V-applis for the newly developed Motion Control Sensor, and a Face Recognition function that authenticates handset owners by sensing their facial characteristics
- Fully supports existing 3G services like Vodafone live! FeliCa, Vodafone live! NAVI for GPS navigation, Vodafone live! CAST, which automatically delivers content overnight, and Vodafone Address Book, a service that backs up handset address books to a dedicated network server

\*1: As of 13 April 2006 (according to Vodafone K.K.).

\*2: The V-appli required to use this service includes a usage restriction function for concerned guardians with minors using the service. The PIN code for usage restrictions can be reset and usage restrictions released by selecting "Memory All Clear" in V-appli Settings after entering the handset PIN code.

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- Please see 28 February 2006 press release for more detail on the Vodafone 904SH's specifications.
- As of 13 April 2006 voice roaming is available on GSM networks in 142 countries and regions, with Vodafone live! internet roaming in 66 of them. In addition, 3G (W-CDMA) voice roaming is available on networks in 26 countries and regions abroad, with Vodafone live! roaming in 25 and video call roaming available in 13 of them.
- 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.
- FeliCa is the contactless IC card technology developed by Sony Corporation.
- FeliCa is a registered trademark of Sony Corporation.
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- 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 904SH is powered by JBlend™, developed by Aplix Corporation, to speed up the execution of Java™ applications.
- V-appli is a registered trademark or trademark 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 31 March 2006.

## ***Vodafone 904SH***

(Manufactured by Sharp)



From left:

Violet

Black

Blue