



Vodafone K.K. to develop V201SH prepaid handset

Vodafone K.K. today announces the development of a new PDC (2G) handset, the V201SH by Sharp, which is scheduled to be available exclusively for the Vodafone Prepaid Service from late July 2006.

The V201SH is a compact straight-type model that fits snugly in the palm of one's hand, and offers easy portability in a suit pocket or handbag. The handset also features a 1.9-inch QVGA (240 x 340 pixel) LCD for crisp text and graphic display, and is equipped with Simple Mode for large fonts and simplified operations, making it suitable for beginners and mature customers.

The main features of the V201SH are as follows.

- Stylish straight-type compact model
- 1.9-inch QVGA LCD. Compatible with infrared communications (IrDA)
- Equipped with Simple Mode for large font display and simplified operations

For more information on the V201SH, please see the attached appendix.

- ends -

- The V201SH operates on Vodafone K.K.'s PDC network and is for use in Japan only.

- QR Code is a registered trademark of Denso Wave Incorporated.

- Vodafone, Vodafone live!, Vodafone Prepaid Service and the speech mark symbol are registered trademarks or trademarks of Vodafone Group Plc.

About Vodafone K.K.

Vodafone K.K. (President & CEO: Masayoshi Son) is a leading mobile operator in Japan with over 15 million customers and a member of the SOFTBANK Group. The Tokyo-based company offers a wide range of sophisticated mobile voice and data services, including Vodafone live!, and launched the mobile industry's first picture messaging service (Sha-mail) in November 2000. Vodafone K.K. is now working in close cooperation with other SOFTBANK Group companies to accelerate the pace of the IT Revolution. For more information, please visit www.vodafone.jp/english/

*Above data is current as of 30 April 2006.

V201SH by Sharp

1. Main features (planned)

- Stylish straight-type compact model
The V201SH is a compact and stylish new model with a slim, straight-type design measuring just 46mm wide, 115mm tall and 16mm thin. The handset fits snugly in the palm of one's hand and offers easy portability in a suit pocket or handbag.
- 1.9-inch QVGA LCD. Compatible with infrared communications (IrDA)
The V201SH features a 1.9-inch QVGA (240 x 340 pixel) LCD for crisp text and graphic display. The handset is also compatible with infrared communications (IrDA) that enables customers to exchange address book data and graphic files between other mobile handsets or PCs.
- Equipped with Simple Mode for large font display and simplified operations
The V201SH has Simple Mode for large font displays of often used functions such as voice calling and messaging, and simplified operations. The handset also features "Keitai Shoin3" predictive text entry software for comfortable character input, making it suitable for beginners and mature customers.
- Customizable icons
The V201SH allows customers to customize icons, including ones for battery levels and signal strength. This functionality enables customers to freely customize screens to suit their daily moods.

2. Main specifications (planned)

Size (Width x Height x Thickness)	Approx. 46 x 115 x 16mm
Weight	Approx. 79g
Continuous talk time / standby time	Approx. 140 min. / approx. 450 hrs.
Display	1.9-inch (240 x 320 pixels), QVGA LCD (max. 260,000 colours)
Mobile camera	None
Max. mail capacity (received / sent)	1,500 / 480*
External memory	None
Other main functions	IrDA, Bilingual menus, QR Code composition
Colour variations (pictured)	Shiny White, Shadow Black

*Saving capacity depends on file sizes.

3. Availability

From late July 2006

4. Sales channels

Vodafone shops nationwide, convenience stores*, and other outlets

*May not be available in some stores.

*Above specifications are subject to change as the V201SH is currently under development.

V201SH

(manufactured by Sharp)



From left: Shiny White / Shadow Black