



SmarTone-Vodafone launches another groundbreaking 3G handset from Sharp – the SX833

(Hong Kong, 31 Aug 2005) SmarTone-Vodafone today launched another groundbreaking 3G handset from Sharp – the SX833. Exclusive to SmarTone-Vodafone, this top-of-the-line 3G UMTS and tri-band GSM multimedia phone embraces the best of all worlds, taking handset performance to a new high. With the SX833, customers can get the most compelling services and content they want in music, sports, games and news on SmarTone *iN!* and enjoy a richer and greatly enhanced multimedia experience with 3G.

“The SX833 offers a unique combination of best-in-class features with the finest imaging for photo and video capture, the best multimedia playback and viewing, and top quality audio,” said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone. “Its powerhouse performance, together with its striking looks, its distinctive red colour and superb finish, set the SX833 apart from the rest.”

This stunning handset incorporates dual cameras, with a unique 3.2 mega pixel CCD main camera and a 110K pixel internal camera. The powerful main camera, together with its optical zoom and autofocus, delivers ultra-high resolution photos. With optical zoom, customers can enlarge an image with no loss in resolution and take really sharp close-up shots that stand the test of a 12R print. What’s more, its autofocus feature can make even the most casual snapshots look picture perfect. With the SX833, customers can take superb quality photos anytime, anywhere, and no longer need an additional digital camera.

The SX833 is also a pocket-sized camcorder that helps customers shoot videos anytime like professionals. It captures MPEG 4 long-play videos at QVGA resolution (240x320) and its superb media player displays the videos in wide screen mode with breathtaking clarity. It has an expandable memory of up to 1GB on a mini SD memory card that can store as much as 6 hours of video footages. The SX833 can also display video clips in full-screen format on TV or projector and on any mini SD-compatible device so that customers can now easily share those special moments with others.

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The SX833 boasts a large 2.4" QVGA CG Silicon screen that displays super-sharp, grain-free photos and videos, just like a mobile theatre. With its revolutionary Mobile Advanced Super View, the same technology used in the acclaimed AQUOS LCD TVs, the SX833 delivers a 160° wide-angle viewing with no colour distortion. This enables customers to enjoy true-to-life colours and grainless images on screen like never before – regardless of whether they are viewing photos, self-recorded video clips, music videos, football highlights or live video news.

The SX833 incorporates a superior stereo music player and a hot key that enables customers to access top quality music at their fingertips. Through stereo headsets or stereo speakers, customers can listen to music downloaded from SmarTone *iN!* wherever they are. With a 1GB mini SD card, customers can take up to 520 music full tracks with them, enjoying hi-fi sound on the move.

In conjunction with this launch, the company has introduced special contract plans bundled with the SX833 handset, offering exceptional total value to customers for enjoying the best of music, sports and games on SmarTone *iN!*. For customers who subscribe to tariff plans ranging from HK\$128 to HK\$598 per month, the price of the SX833 will range from HK\$3,480 to HK\$4,480.

SmarTone <i>iN!</i> on 3G price plan	Sharp SX833 special contract price	Handset pre-payment	MNP bonus	Contract period (months)
\$128	\$4,480	\$300	--	18
\$178	\$3,980	\$300	\$500	18
\$238	\$3,980	\$300	\$500	18
\$368	\$3,480	\$300	\$800	18
\$488	\$3,480	\$300	\$800	18
\$598	\$3,480	\$300	\$800	18

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Major features of SX833

Phone features

- 3G UMTS and Triband GSM
- Standby time – 300 hours
- Talk time – 240 mins
- Video calling - 90 mins
- Weight – 148g

Dual cameras

- Main
 - 3.2 Mega pixel CCD camera
 - Optical zoom
 - Autofocus
 - Continuous shooting up to 9 photos
- Internal
 - 110K pixel
 - 2x digital zoom

Display

- 2.4" QVGA 262K CG Silicon screen
- Mobile Advanced Super View with 160° wide angle viewing
- Wide screen QVGA playback

Video capture and playback

- QVGA high resolution video capture
- MPEG 4 video long-play
- TV output

Memory & connectivity

- Expandable storage mini SD card – up to 1GB
- Bluetooth
- Infrared / USB

Entertainment

- Flight mode
- Stereo music player - MP3, AAC, AAC+
- Stereo speakers
- GSXTM game engine for GSXTM games
- MIDP 2.0
- WAP 2.0 browser

Others

- Speaker phone
- Voice recorder – long recoding
- QR code
- PIM – calendar & schedule / task lists / alarm / expenses memo
- Document viewer
- Email – POP3 / SMTP
- 128 polyphonic ringtones

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