



SmarTone-Vodafone launches the Sharp SX833 Pure Black

(Hong Kong, 1 December 2005) Following the overwhelming market response to the Sharp SX833 and the undisputed ranking as 'The Best Multimedia 3G Phone' in the market, SmarTone-Vodafone is pleased to launch the Sharp SX833 Pure Black – a special edition that features a unique design and color of this widely-acclaimed multimedia phone.

"The SX833 Pure Black is a customised handset especially designed for Hong Kong only. The unrivalled quality and performance of the SX833, combined with the distinctive Pure Black colour and superb finish, creates the perfect handset for discerning customers who want only the best. This is more evidence of our uncompromising commitment to the pursuit of even better quality to meet the needs and demands of today's customers," said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone.

To cater for the contemporary taste of Hong Kong customers, SmarTone-Vodafone worked closely with Sharp to come up with this special edition of SX833 Pure Black that is different from the generic black and silver version of this handset available in the Japanese and European markets.

The SX833 Pure Black 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. With the SX833 Pure Black, 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.

SmarTone-Vodafone has introduced special contract plans bundled with the SX833 Pure Black handset, offering exceptional total value to customers for enjoying the best of music, sports, games and news on SmarTone *iN!*. For customers who subscribe to price plans ranging from HK\$128 to HK\$598 per month, the special price of the SX833 Pure Black will be \$4,680 with a 14-month contract.

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SmarTone Mobile Communications Limited 數碼通電訊有限公司

31/F, JOS Tower, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong

香港九龍觀塘彌敦道378號創紀之城二期怡和科技中心31樓

Tel 電話: 852 3128 2828 Fax 傳真: 852 3128 2266 www.smartone-vodafone.com.hk



SmarTone <i>iN!</i> on 3G price plan	SX833 Pure Black special contract price	MNP rebate	Contract period (months)
\$128	\$4,680	--	14
\$178	\$4,680	\$600	14
\$238	\$4,680	\$600	14
\$368	\$4,680	\$600	14
\$488	\$4,680	\$600	14
\$598	\$4,680	\$600	14

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Major features of SX833 Pure Black

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 Megapixel 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
- GSX™ game engine for GSX™ 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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