

SmarTone-Vodafone redefines mobile handsets and personal entertainment with the Sharp SX862 - the latest in the series of AQUOS phones

Hong Kong's first mobile with 16:9 widescreen display and VGA resolution

(Hong Kong, 7 May 2008) When it comes to handsets that make you drool with excitement, Japan has always been the “cool kid” on the block, jealously keeping its best gadgets to itself. Until now. SmarTone-Vodafone today introduces an iconic mobile phone with the launch of the Sharp SX862 that will recalibrate consumers’ requirements for increasingly entertainment and media driven mobile phones.

Exclusively from SmarTone-Vodafone, the Sharp SX862 comes with a stunning 3.2” widescreen (854x480 pixels) liquid crystal display. Its unique VGA resolution and 2000:1 contrast ratio deliver unrivalled video quality with pin sharp definition and luscious colours. What’s more, the full 16:9 widescreen presentation of VGA quality video content makes for breathtaking personal entertainment experiences – be it Internet, home videos and any video content from your PC.

The Sharp SX862 also breaks new ground with its cool swivel screen mechanism allowing instant switching between clam shell mode and its unique T-configuration. This T-shape mode enables customers to have access to the full keypad while enjoying a full widescreen display, perfectly marrying form and function.

‘The Sharp SX862 is designed with the most discerning customers in mind. It’s a groundbreaking fusion of the finest technology and design currently on offer - no other brands even come close,’ said Mr. Douglas Li, CEO of SmarTone-Vodafone. ‘The SX862’s widescreen lets you view content

at VGA quality – four times or more the resolution of other mobile phones in the market. To accommodate the incredible capabilities of the Sharp SX862, all content available at SmarTone-Vodafone have been upgraded to higher resolution so that our customers will always enjoy the best viewing experience on this phone.’

Sharp SX862’s media player can display 30 frame per second VGA resolution videos in full 16:9 widescreen presentation, with unparalleled clarity that will truly take your breath away. Customers can easily transfer any video file from their PCs to the Sharp SX862 for replay wherever they go. Alternatively, they can access videos at VGA resolution through their PCs from SmarTone-Vodafone’s new online video store, VBoxx (www.smartone-vodafone.com/vboxx), and easily transfer them to the Sharp SX862. VBoxx features thousands of music videos and Catch-Up TV with dramas, news, lifestyle and talk shows all in stunning VGA resolution.

The Sharp SX862 media player is very easy to operate with functions like fast forward, rewind and pause. With its Time Search Function, it is better than even many DVD players – you can go to the exact scene you want or straight to the scene that you last watched in the previous viewing session.

The Sharp SX862 supports blazingly fast HSDPA 3.6Mbps Internet connection. Its full HTML browser, coupled with its widescreen enables browsing of full width Internet pages at a glance. When switched to its T-configuration, the widescreen and full keyboard access with just one hand brings Internet browsing on a mobile phone to a whole new level of ease of use, comfort and control. With the Sharp SX862, you can enjoy SmarTone-Vodafone’s Internet on Mobile service at

its best - with access to the true Internet, not the mobile editions; videos from the huge variety of websites; and instant access to RSS/podcast content as you browse.

Rounding off the Sharp SX862's multimedia arsenal are a VGA camcorder that can record and playback VGA quality videos, taking home movies to new heights of resolution. Its specially tweaked 3.2 megapixels camera will better even most 5 megapixels cameras in producing fine photo prints. Customers are invited to visit any SmarTone-Vodafone store to view the comparison of photo print and see for themselves.

"SmarTone-Vodafone's leadership in mobile media and personal entertainment is being further extended with the introduction of extensive VGA quality content. Coupled with the amazing Sharp SX862, we believe our customers will uniquely enjoy the absolute best personal entertainment experience in the market today. Upscale customers will recognize the opportunity to be first to own such an advanced phone and be on the leading edge of what innovation and technology can deliver today." adds Li.

Notes to the Editor

Retail price: \$5680

Contract offer:

Special price	\$4180*
Price plan	\$156 -1200 basic min and 800 intra min - 20MB daily local internet browsing usage
Additional services subscription	\$28 or above
Contract month	18 month
Special bonus	HD Wide for 18 months

* Customer to pay \$5,680 upon purchase. \$1,500 will be credited to customer over the contract period of 18 months.

Features

Display

- 3.2" widescreen (854 x 480 pixels) display
- Full 16:9 widescreen presentation of VGA content
- 2000:1 contrast ratio
- Mobile Advanced Super View LCD with 160° wide-angle viewing
- CG Silicon display

- Media Player

- 30 frame per second VGA resolution
- 16:9 widescreen presentation
- Fast forward, rewind and pause
- Time search
- Quick restart at last played scene

- Internet browsing

- Full width Internet page browsing
- Full HTML browser

- Choice of pointer or direct mode
- Camcorder / Camera
 - VGA quality video recording and playback
 - 3.2 megapixels camera
 - Auto focus
 - Automatic exposure control
 - 25x digital zoom
 - High intensity LED light
 - Macro mode
 - Continuous shooting up to 9 photos
- Memory
 - 50MB internal memory
 - Supports up to 2GB microSD card
- Connectivity
 - HSDPA 3.6 Mbps and Triband GSM
 - Stereo Bluetooth
 - USB
 - Infra Red
- General
 - Finish: Polished Lacquer
 - Size: 110.6 x 50 x 18 mm
 - Weight: 120g
 - Standby time: 350 hours
 - Talk time: 200 mins
 - Video calling time: 110 mins
 - Speaker phone
 - GSXTM game engine for GSXTM games
 - MIDP 2.0
 - Flight mode
 - Email - POP3/SMTP
 - PIM - Calendar / Alarm / Calculator / Voice recorder



- Document Viewer - Word, Excel, PDF, PowerPoint

- Made in Japan