



SmarTone-Vodafone launches another exciting new 3G handset from Sharp – the SX313

(Hong Kong, 15 September 2005) SmarTone-Vodafone today launched another exciting new 3G handset from Sharp – the SX313. Exclusive to SmarTone-Vodafone, this 3G UMTS and tri-band GSM multimedia phone enables customers to enjoy the most compelling services and keep them up-to-date with the latest from the world of music, sports and games on SmarTone *iN!* on 3G, with outstanding quality in both sound and vision.

“The SX313 is the perfect fusion of style and features. With a strikingly modern and compact design, the SX313 is packed with the latest multimedia capabilities to help customers enjoy high quality music and share special moments in life with stunning clarity,” said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone. “The arrival of the SX313 brings customers another exciting choice in 3G phones that brings out the best SmarTone *iN!* on 3G has to offer, with a unique stylishness matching the more contemporary taste of today’s customers.”

The SX313 incorporates a high quality stereo music player that enables customers to enjoy sensational full-bodied sound with a stereo headset, or to share their music with its built-in speaker. Customers can download and listen to music full tracks in HiQ sound from Music Now which offers the widest selection of music and the latest hits in Hong Kong. With a 1GB mini SD card, customers can store up to 520 songs of their choice, complementing their every mood wherever they go.

With SX313, customers can capture their life in style on MPEG 4 long-play videos and enjoy full wide screen replay of QVGA quality footage with grainless clarity on the unmatched QVGA 2.0” LCD display.



The SX313 incorporates dual cameras, with a 1.3 mega pixel main camera, as well as an internal 110K pixel camera for perfect picture and easy video calling. The main camera, completed with 4x digital zoom, allows customers to unleash their creativity whenever and wherever, so that they will never miss another photo opportunity to capture those magic moments.

SmarTone-Vodafone has introduced special contract plans bundled with the SX313 handset, offering exceptional total value to customers. For customers who subscribe to price plans ranging from HK\$128 to HK\$598 per month, the SX313 handset price ranges from HK\$2,280 to HK\$3,080.

SmarTone <i>iN!</i> on 3G price plan	Sharp SX313 special contract price	Handset pre-payment	MNP bonus	Contract period (months)
\$128	\$3,080	\$300	--	18
\$178	\$2,680	\$300	\$500	18
\$238	\$2,680	\$300	\$500	18
\$368	\$2,280	\$300	\$800	18
\$488	\$2,280	\$300	\$800	18
\$598	\$2,280	\$300	\$800	18

“With the largest number of 3G phone brands in the market, the best 3G phones with the highest quality and the latest features, the best 3G services meeting the needs of different communities and the best 3G network covering 99.9% of Hong Kong, our customers can now enjoy the best of mobile media experience at all times wherever they are.” added Mr. Li.

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Features list

- 3G UMTS and Triband GSM
- Standby time: 300 hours
- Talk time: 150 mins
- Video calling: 100 mins
- Speaker phone
- Voice recorder – long recording
- Expandable storage mini SD card – up to 1GB
- Bluetooth
- Infrared/ USB
- Weight: 107g
- Flight mode
- Dual cameras
- Main
 - 1.3 Mega pixel
 - 4 x digital zoom
 - Continuous shooting up to 9 photos
- Internal
 - 110K pixel
 - 2 x digital zoom
- 2.0" QVGA 262K colour TFT display
- Wide screen QVGA playback
- QVGA high resolution video capture
- MPEG 4 video long-play
- Stereo music player – MP3, AAC, AAC+
- GSX™ game engine for GSX™ games
- MIDP 2.0
- WAP 2.0 browser
- PIM – Calendar and schedule / Task lists / Alarm / Expenses memo
- Document viewer
- Email – POP3/SMTP
- 40 polyphonic ringtones