

# Welcome to Vodafone UK News.

## Its aim - to bring you the latest news from the Vodafone UK Corporate Communications team. This week...

### **VODAFONE 360 SAMSUNG H1 IS NOW AVAILABLE**

The first smartphone to deliver the full Vodafone 360 experience (360.com) - the Vodafone 360 Samsung H1 is now available.

Tailor made for Vodafone, the smartphone is the first in a number of handsets with Vodafone 360 - a brand new set of internet services for the mobile and PC which gathers all of a customer's friends, social networks and online communities, entertainment and personal favourites (like music, games, photos and video) in one place.

Boasting a 3.5", high definition AMOLED screen, 16GB memory, WiFi, GPS, a maximum talk time of over 400 minutes (3G) and a 5 megapixel camera, the Vodafone 360 Samsung H1 provides a great Vodafone 360 experience. The phone provides a unique 3D display that brings your most frequently contacted friends and family to the front of your phone when you turn it on.

Vodafone 360 automatically syncs all contacts from your phone, Facebook®, Windows Live Messenger™ and Google Talk™, and will soon also include Twitter – bringing your online social networks to your phone. Vodafone 360 also automatically backs up all phone content to the internet, meaning you never lose another contact, picture or video ever again.

The Vodafone 360 Samsung H1 will be free on a 24 month contract of £35 and above, with an unlimited data package included, available at [vodafone.co.uk/360](http://vodafone.co.uk/360).

### **VODAFONE UK UNWRAPS GREAT VALUE TOUCHSCREEN PHONES FOR CHRISTMAS**

Vodafone UK this week unwrapped its great value Christmas pay as you go touchscreen phones: Vodafone 541, Samsung Genio Touch, Samsung Tocco Lite, LG Viewty and Nokia 5800 - all complete with £100 worth of calls and texts ready to use on Christmas Day.

Suitable for a wide range of budgets and needs, each one of these phones comes with a Freedom pack giving £100 worth of calls and texts at no extra cost,\* offering customers quality and great value making them an ideal Christmas gift.

For even more value, Vodafone pay as you go customers can get free mobile internet this Christmas. Accessing popular websites like Facebook and web-mail won't cost a penny between Christmas Day and New Year's Day, so customers can stay in the loop while enjoying the festivities.

#### **Vodafone 541**

Don't be fooled by its great value price tag, the exclusive Vodafone 541 offers a whole host of features delivered in a smart little phone. Available in both eye-catching pink, classic black, retro white and luscious red, the Vodafone 541 includes all you need to surf the web, take photos with the 1.3 megapixel camera, film a video and listen to music on-the-move on the FM radio. Just glide your finger over the touchscreen to access and customise your menus. The Vodafone 541 is the most affordable touch phone around at just £40 with £100 worth of calls and texts included.

#### **Samsung Genio Touch**

The Samsung Genio Touch is now available in pink exclusively to Vodafone UK. Also available in white, the Samsung Genio Touch packs great features into a sassy curved handset. Users can customise the layout to easily access the 2 megapixel camera, MP3 player, FM radio or surf the web on the large touchscreen. Or those wanting to change the handset to suit their mood can swap the look with a spare in-box cover. Available with £100 worth of calls and texts, the Samsung Genio Touch is £80 on pay-as-you-go.

#### **Samsung Tocco Lite**

The sleek Vodafone colour-exclusive silver Samsung Tocco Lite offers quality features at a great price. The fast-response touchscreen rotates the display as you turn the phone, enabling users to view video and photos in widescreen. The impressive 3 megapixel advanced camera includes smile recognition to capture perfect shots every time.

Customise the homescreen to display all your favourites, whether it's browsing the web, taking photos, or listening to music on the inbuilt MP3 player. The Samsung Tocco Lite is available for just £90 with £100 worth of calls and texts included.

#### **LG Viewty Lite**

The silver LG Viewty Lite is super stylish and boasts an array of features usually found on much more expensive handsets. Firstly there's a 5 megapixel camera with LED flash and autofocus to capture pin-sharp images, which you can view on the large 3" touch screen.

Browse web pages and download files up to 10 times faster than a standard 3G phone. All this for just £100 including another £100 worth of calls and texts.

#### **Nokia 5800**

The Nokia 5800 is the perfect companion for all your entertainment needs. The one-touch music player with powerful surround speakers delivers your favourite tracks in crystal-clarity, while the high definition widescreen makes for easy navigation and eye-catching images. The superfast 3G internet access makes downloading quick and easy. The phone boasts a full QWERTY keyboard through the touchscreen, or make use of the feature which recognises your handwriting. Available with £100 worth of calls and texts, the Nokia 5800 is £180 on pay-as-you-go.



For more information on all these great touchscreen phones visit: [vodafone.co.uk/christmas](http://vodafone.co.uk/christmas)

#### **BLACKBERRY® STORM2™ AVAILABLE FIRST THROUGH VODAFONE**

The highly-anticipated BlackBerry Storm2 is now available on Vodafone.

The BlackBerry Storm2 is available for free on pay monthly price plans from £35 with 600 minutes, unlimited texts, unlimited BlackBerry Internet Service, unlimited Vodafone Mobile Internet and broadband on a 24 month contract.

The second generation of RIM's innovative and award-winning smartphone significantly improves the BlackBerry® touch-screen platform with new technology and features among its hundreds of hardware and software enhancements.

The BlackBerry Storm2 smartphone from Vodafone features fast Wi-Fi capability, a 3.2 MP camera with variable zoom, autofocus, flash, video recording with enhanced speaker performance, a 256MB flash memory and an expandable microSD/SDHC memory card slot

The BlackBerry Storm 2 is available at [shop.vodafone.co.uk/shop/mobile-phone/blackberry-storm2](http://shop.vodafone.co.uk/shop/mobile-phone/blackberry-storm2)

#### **VODAFONE UK LAUNCHES SIM ONLY PRICE PLANS INC. UNLIMITED DATA**

Vodafone UK launches new SIM-only 30 day and 12 month price plans including unlimited data for better value and greater flexibility than ever before.

The new £20 and £25 price plans for 30 day and 12 months give customers unlimited data for as much mobile internet browsing and Facebook searching as required.

For customers that are happy with their phone and want to keep their number, Vodafone's SIM-only deals are packed with value and now with the choice of unlimited data they offer great flexibility for all lifestyles.

New SIM-only plans inc. unlimited data:

##### 30 Day Plans:

- £20 – 600 anytime minutes + unlimited texts + unlimited data
- £25 – 900 minutes anytime + unlimited texts + unlimited data

##### 12 Month Plans:

- £20 – 900 anytime minutes + unlimited texts + unlimited data
- £25 – 1200 minutes anytime + unlimited texts + unlimited data + unlimited landlines

For more information please visit: [shop.vodafone.co.uk/shop/sim-only-plans/365-days-sim-plans](http://shop.vodafone.co.uk/shop/sim-only-plans/365-days-sim-plans)

#### **VODAFONE PAY-AS-YOU-GO CUSTOMERS CAN NOW REDEEM BONUS BANK LOYALTY REWARDS**

Vodafone pay-as-you-go customers can now redeem and spend their Bonus Bank loyalty rewards.

Vodafone Bonus Bank rewards customers with 10% back, every time they top up. For example, for every £10 top up, Vodafone puts an extra pound in to their Vodafone Bonus Bank account to save and spend at a later date.

Those who've opted-in to Bonus Bank for the full 3 months and have saved at least £5 can now redeem their bonuses, and spend their savings on airtime top ups or put them towards a new phone – whichever they prefer.

Customers can redeem their airtime rewards by calling 2345, or texting 'redeem 5', 'redeem 10', 'redeem 15', 'redeem 20', or 'redeem all', to 2345, or for handset redemption, visit their nearest Vodafone retail store.

Vodafone customers can register by texting the word "BonusBank" to 2345. Alternatively call 2345 or visit [vodafone.co.uk/bonusbank](http://vodafone.co.uk/bonusbank) for further details.

#### **VODAFONE CUT IT OUT CAMPAIGN WINS PUBLIC RELATIONS CONSULTANTS ASSOCIATION (PRCA) AWARD**

Last year's Vodafone Cut It Out campaign has walked away with best CSR campaign at this week's Public Relations Consultants Association (PRCA) Awards.

The anti-bullying competition challenged young people to re-design the famous coat for Tim Rice and Andrew Lloyd Webber's Joseph and the Amazing Technicolor Dreamcoat. Run in partnership with leading charity Beatbullying and devised by PR agency Threepipe, it aimed to reduce the incidence of mobile phone bullying amongst 13-17 year olds.

Teaming up with The Really Useful Group and their musical Joseph and The Amazing Technicolour Dreamcoat, seven dreamcoats were designed and worn in the West End musical during anti bullying week in November 2008. The winning designers made the journey to London to see their coat worn on stage by Lee Mead before meeting the star backstage.

For more information on Vodafone CR programmes visit [vodafone.co.uk/responsibility](http://vodafone.co.uk/responsibility)

