

18 May 2006



Vodafone K.K. to release Vodafone 905SH “One Seg” digital TV model

*New 3G model has industry's longest*¹ digital TV viewing time of approximately 4 hours*

Vodafone K.K. today announces that, as part of its summer 2006 model lineup, on 27 May 2006 it will commence nationwide sales of the Vodafone 905SH by Sharp, a new 3G handset capable of receiving “One Seg” terrestrial digital TV broadcasts for mobile devices.

The main features of the Vodafone 905SH are as follows:

- Capable of receiving “One Seg” terrestrial digital and analogue TV broadcasts. Industry's longest*¹ continuous digital TV viewing of approximately 4 hours
- “Cycloid Style” 90 degree rotating LCD optimal for watching TV
- AQUOS Mobile with Mobile ASV LCD, based on technology in Sharp's AQUOS LCD TVs
- Industry's first*² handset to enable recording of TV programmes to memory cards (sold separately). Possible to record shows at preset times using electronic programme guide appli
- Industry's first*² handset to allow customers to message and make calls while watching TV

*1: When using earphones. As of 18 May 2006 among “One Seg” capable handsets sold in Japan (according to Vodafone K.K.).

*2: As of 18 May 2006 among handsets sold in Japan (according to Vodafone K.K.).

For more information on the Vodafone 905SH, please see the attached appendix.

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*The Vodafone 905SH is for use in Japan only.

*Terrestrial digital TV, analogue TV and FM radio broadcast signals may be subject to noise or not received depending on environment.

*Not possible to watch TV after canceling contract

- AQUOS and Cycloid are registered trademarks of Sharp Corporation.

- miniSD is a trademark of the SD Card Association.

- FeliCa is the contactless IC card technology developed by Sony Corporation.

- FeliCa is a registered trademark of Sony Corporation.

- Chaku-Uta Full® is a registered trademark of Sony Music Entertainment Inc.

- Bluetooth® functions are not guaranteed to wirelessly communicate with all Bluetooth® devices.

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- The Vodafone 905SH is powered by JBlend™, developed by Aplix Corporation, to speed up the execution of Java™ applications.

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- Vodafone, Vodafone live! and the speech mark device are registered trademarks or trademarks of Vodafone Group Plc.

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About Vodafone K.K.

Vodafone K.K. (President & CEO: Masayoshi Son) is a leading mobile operator in Japan with over 15 million customers and a member of the SOFTBANK Group. The Tokyo-based company offers a wide range of sophisticated mobile voice and data services, including Vodafone live!, and launched the mobile industry's first picture messaging service (Sha-mail) in November 2000. Vodafone K.K. is now working in close cooperation with other SOFTBANK Group companies to accelerate the pace of the IT revolution. For more information, please visit www.vodafone.jp/english/

*Above data is current as of 30 April 2006.

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Vodafone 905SH by Sharp

1. Main features

- Capable of receiving “One Seg” terrestrial digital and analogue TV broadcasts. Industry’s longest*¹ continuous digital TV viewing of approximately 4 hours

The Vodafone 905SH is capable of receiving “One Seg” terrestrial digital TV broadcasts for mobile devices, and can also pick up analogue TV and FM radio broadcasts with its terrestrial analogue TV tuner*². The handset also has the industry’s longest*¹ continuous viewing time for terrestrial digital TV at approximately 4 hours, enabling customers to view lengthy programs like football and baseball games in their entirety, as well as news and drama programs.

*1: When using earphones at brightness level 2. As of 18 May 2006 among “One Seg” capable handsets sold in Japan (according to Vodafone K.K.).

*2: Terrestrial digital TV, analogue TV, and FM radio broadcast signals may be subject to noise or not received depending on environment.

- “Cycloid Style” 90 degree rotating LCD optimal for watching TV

The Vodafone 905SH uses a Cycloid Style design that enables the LCD to rotate 90 degrees to a horizontal position, which also automatically activates the TV. In horizontal position, customers can enjoy vivid TV broadcasts in 400 x 240 pixel resolution and full widescreen 16:9 aspect ratios*. Customers can also view TV in the vertical position, which is suitable for simultaneous subtitle display and data broadcasts. In addition to hand-held viewing, the Vodafone 905SH is great for relaxed TV viewing at home—even in open position, the handset is stable when placed on a flat surface and set at a desired viewing angle.

*A screen to image ratio which compares vertical and horizontal length (pixel count).

- AQUOS Mobile with Mobile ASV LCD, based on technology in Sharp’s AQUOS LCD TVs

The Vodafone 905SH has a large-size 2.6-inch Mobile ASV LCD, which is based on ASV (Advanced Super View) technology for vivid, wide-angle viewing, and found in Sharp’s AQUOS line of LCD TVs. The display offers wide, crisp views of 160 degrees* from all angles without any colour distortion. A 6 colour filter also enables unrivaled colour purity in “One Seg” terrestrial digital and analogue TV broadcasts, even while outdoors.

*In conformance with JEITA standards (5:1 contrast ratio).

- Industry’s first*¹ handset to enable recording of TV programs to memory cards. Possible to record shows at preset times using electronic programme guide appli

Customers can record*² “One Seg” programmes to miniSD™ memory cards (sold separately). TV programmes can be recorded while on the air or, by using an electronic programme guide application, at preset times (up to 4 hours can be recorded at one time). The Vodafone 905SH can also record data in “One Seg” digital TV broadcasts along with visuals so customers can subsequently check programme information. The handset can also speed up playback of recorded footage, allowing customers to quickly get to the scenes they want to watch.

*1: As of 18 May 2006 among handsets sold in Japan (according to Vodafone K.K.).

*2: Also possible to record terrestrial analogue TV programmes to miniSD™ memory card. Approximately 2 hours and 40 minutes can be recorded per 512MB. Recorded images cannot be copied, transferred, attached to mails or used for video output.

- Industry’s first* to allow messaging and voice calls while watching TV

Customers using the Vodafone 905SH can send and receive mails and make voice calls while the TV is on so an important message or call is never missed while viewing terrestrial digital or analogue broadcasts. This capability also creates new communication opportunities as customers can instantly communicate their thoughts on TV programs with one another.

* As of 18 May 2006 among handsets sold in Japan (according to Vodafone K.K.).

- Video calling, photography and games that take advantage of horizontal screen

Customers can enjoy video calls in horizontal display mode by taking advantage of the Vodafone 905SH’s Cycloid Style design. In addition, the handset supports horizontal widescreen photography, video recording, and game applications for added enjoyment. The handset comes pre-installed with football, tennis, car racing and other trial version applications, so customers can experience realistic widescreen games firsthand.

2. Main specifications

Network		W-CDMA *for use in Japan only	
Size (Width x Height x Thickness)		Approx. 49 x 105 x 27mm (when folded)	
Weight		Approx. 140 g	
Continuous talktime / standby time		Approx. 180 min. / approx. 360 hrs. (when folded)	
Terrestrial digital TV continuous viewing		Approx. 4 hrs. (at brightness level 2, when using earphones)	
Terrestrial analogue TV continuous viewing		Approx. 90 min. (at brightness level 2, when using earphones)	
Display	Main	2.6-inch (240 x 400 pixels), Mobile ASV LCD (max. 260,000 colours)	
	Sub	1 line, 6 full-size characters (12 x 72 pixels) monochrome LCD	
Mobile camera	Pixels /Type	Main	2.02 million effective pixels/CCD
		Sub	110,000 effective pixels/CMOS
	Zoom		Stills: Max. digital approx. 20x zoom (including 2x soft zoom) Video: Max. digital 4.6x zoom
	Max. photo size		1,224 x 1,632 pixels
Full-screen character display (full size char. when displaying received mails)		70 chars. (7.5 chars. x 10 lines)/117 chars. (9.5 chars. x 13 lines)/176 chars. (11.5 chars. x 16 lines: standard size)/252 chars. (14.5 chars. x 18 lines)/456 chars. (19.5 chars. x 24 lines)	
Max. mail capacity (received/sent)		1,000/500* ¹	
Max. photo capacity (no. of photos)		Max. approx. 20MB, shared (max. approx. 2,520 photos)* ¹	
External memory		miniSD™ Memory Card (sold separately)	
Polyphonic ring tone voices		128	
Other main functions		V-appli (Mega Appli), Vodafone live! FeliCa, Near Chat* ² , Near Games, Vodafone live! CAST, Vodafone Address Book, Deru Moji 3D Pictogram Display, Chaku-Uta Full®, Mail Art, USB Connectivity, Face Recognition, Custom Screens, PC Link, Music Player, Keitai Karaoke V-kara, IrDA, Bilingual menus, Macromedia® Flash™, QR Code reading/composition	
Colour variations (pictured)		Black, White, Aquamarine	

*1: Saving capacity depends on file sizes.

*2: The V-appli required to use this service includes a usage restriction function for concerned guardians with minors using the service. The PIN code for usage restrictions can be reset and usage restrictions released by selecting "Memory All Clear" in V-appli Settings after entering the handset PIN code.

3. Retail Price (standard set): open price

Standard set includes mobile handset, battery pack, rapid charger, stereo earphone mic with TV antenna, and utility software (CD-ROM)

4. Availability

From 27 May 2006

Reference: Pre-installed applications

Content/service name	Content provider	Category (main)	Category (sub)
2006 Gameloft Real Soccer* ¹	Gameloft	Wide screen V-appli	Game
Ninja Warriors	Taito	Wide screen V-appli	Game
Real Tennis LIVE	Sega	Wide screen V-appli	Game
Initial D3 Restore* ¹	Kodansha	Wide screen V-appli	Game
Near Chat* ²	Vodafone K.K.	Bluetooth [®] V-appli	Chat
Saikyo! Air Hockey* ¹	Nihon Enterprise	Bluetooth [®] V-appli	Game
Asphalt Urban GT2* ¹	Gameloft	Bluetooth [®] V-appli	Game
EX Baseball Miracle Multiplayer Free Version* ¹	Genki Mobile	Bluetooth [®] V-appli	Game
Super Bomberman BT* ¹	Hudson	Bluetooth [®] V-appli	Game
Arkanoid -LINK-* ¹	Taito	Bluetooth [®] V-appli	Game
Meteos Mobile* ¹	Q Entertainment	Bluetooth [®] V-appli	Game
Multiplayer Pacman trial version* ¹	Bandai Namco Games	Bluetooth [®] V-appli	Game
Multiplayer Game Pack* ¹	Success	Bluetooth [®] V-appli	Game
E-money "Edy"	Bit Wallet	Vodafone live! FeliCa	-
TVnano Programme Guide	Nano Media	Electronic Programme Guide	-
Comic Surfing for Vodafone	Primeworks/Celsys	E-comic	-
V-Kara player 2	Vodafone K.K.	Karaoke	-

*1 Trial version applis

-Trial version V-applis can be used without information charges, but communication charges may apply. Furthermore, communication and information charges apply when using product version V-applis.

-Trial version V-applis may have function, usage number, and other restrictions.

*2 The V-appli required to use this service includes a usage restriction function for concerned guardians with minors using the service. The PIN code for usage restrictions can be reset and usage restrictions released by selecting "Memory All Clear" in V-appli Settings after entering the handset PIN code.

Vodafone 905SH

Black

(Manufactured by Sharp)



From left: Black

White

Aqua Marine