



vodafone

# Pressemitteilung

## Powerful, versatile and fast: The new smartphones, tablets and data sticks on display at the Vodafone Germany IFA stand

- New range features products from all major manufacturers
- Focus on LTE-capability, 3D and augmented reality

*Düsseldorf/Berlin, 1 September 2011. Greater speed, more choice and better entertainment are all part of the comprehensive range of innovative and impressive mobile devices that Vodafone Germany is presenting at the IFA 2011 consumer electronics fair in Berlin. One of this year's flagship devices is the Vodafone K5005 surf stick which can be used on both 3G and the 4G networks to provide users with the fastest data connection available wherever they are. Vodafone Germany is also seeing an uptake by mobile internet customers on the use of augmented reality – a technology that superimposes useful graphics onto real places by displaying them on the smartphone camera screen – and 3D games. The Düsseldorf, Germany, based company combines its high performance network with a wide choice of the very latest devices to ensure customers are able to fully enjoy these technologies.*

### Entering a new dimension of speed – mobile internet devices

Vodafone Germany is continuously extending its LTE mobile network. Initially, the regions in Germany with no access to high-speed broadband will be provided with LTE and then the next generation mobile internet technology will be rolled out to the cities. Vodafone customers at an increasing number of locations can now get these faster data rates.

The **Vodafone K5005** is the first LTE surf stick that can be used to get the fastest available data rate on any Vodafone Germany network. The stick is compatible with LTE, UMTS with ultra high-speed HSPA, GPRS and EDGE. LTE is not the only technology that provides mobile internet users with a brand new experience because Vodafone Germany is also upgrading its UMTS network with HSPA+ network technology to deliver data rates up to a theoretical peak of 42 mbps.

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# Pressemitteilung

The **Vodafone K4605** – the first stick for high-speed UMTS mobile internet – is already available in shops.

## ***Big screen, big performance - tablets***

Vodafone Germany has also extended its range of tablets. Innovative products from different manufacturers combined with the Vodafone Germany mobile internet price plans provide every customer with the best internet experience.

The attractive looking **Android tablet**, the **LG Optimus Pad**, has an 8.9 inch screen that sits comfortably in the hand. One of the key features is a 3D camera that can display photos on all standard 3D TVs and smartphones.

The **Acer Iconia A501** which will soon be available from Vodafone Germany is 13 mm flat. The 10.1 inch tablet with Android 3.0 Honeycomb can easily be integrated into home entertainment networks using clear.fi software, which distributes multimedia content on other DLNA-capable playback devices.

The **Asus EeePad Transformer Tf 101** is a cross between a tablet and a netbook because the tablet featuring a dual-core processor can be docked with a full QWERTY keyboard, transforming it into an Android notebook. The 3G option will be available from Vodafone Germany in the autumn.

## **The new smartphones are versatile and fast**

There are three new **Blackberry** models in the Vodafone product portfolio. All three of these RIM smartphones have a 1.2 GHz processor and a 5 megapixel camera. The new Blackberry 7.0 operating system not only performs faster, it also delivers more entertainment. The new **Blackberry 9900 Bold** features both the familiar QWERTY keyboard and a 2.8 inch touchscreen. In the future, the new Bold is also equipped to offer a digital payment function because it supports NFC (Near Field Communication) technology.

# Pressemitteilung

The **Blackberry 9810 Torch** is a slider model with a large touchscreen which slides up to reveal the keyboard. Its sister model, the **Blackberry 9860 Torch**, is a touchscreen-only smartphone with a 3.7 inch screen and high 800 x 480 pixel resolution.

Following the launch of 3D TV technology last year, this year's IFA has the first 3D mobile devices on display. The **EVO 3D by HTC** and the **P920 Optimus 3D by LG** are two models with a 3D screen and camera that are already on sale in Vodafone Germany shops. Both smartphones have a powerful dual-core processor for a perfect 3D display. Vodafone Germany's high performance network ensures the reliable streaming of even data-intensive 3D videos.

Vodafone has extended its range of the popular **Samsung** Galaxy models. The flagship model **Galaxy SII** with dual-core processor, 8 megapixel camera and Super AMOLED display technology will soon also be available in **white**. The latest iteration of the top-selling Galaxy S, the **Samsung Galaxy i9001 S Plus**, is now being introduced in Vodafone shops. This smartphone's 1.4 GHz processor ensures it is able to handle even complex augmented reality applications with ease.

**Nokia's** new model names may be low on letters, but not on features. The **Nokia 500** is a low-end budget device with impressive technology including a gigahertz processor, a 5 megapixel camera and GPS. This Symbian smartphone delivers on all requirements for the modern smartphone user. The **Nokia 700** is the first smartphone with the latest version of Symbian, Symbian Belle. Its flat case is only 9.6 mm wide and manufactured in a sustainable way using eco-friendly recycled metals, organic plastics and bio-paints.

The new low-budget Android-based **Acer Liquid Mini C4** will be exclusively available from Vodafone Germany. This compact smartphone has an Android operating system, a 5 megapixel camera and is available in five different colours.

# Pressemitteilung

## **Prepaid mobile phones for low-cost and comprehensive network access**

Vodafone is launching two new compact mobile phones geared to customers in the pre-paid segment. **The Vodafone 555** was developed in collaboration with Facebook and features a QWERTY keyboard and a 2.4 inch screen. Status updates are displayed on the home screen and photos taken by the 2 megapixel camera can be immediately posted to the social network.

The **Vodafone 550** is a slimline and inexpensive touchscreen phone with a 3.2 inch display and HTML browser for mobile internet access. Its memory capacity can be increased with MicroSD cards. Headphones can be connected via a jack to transform the mobile phone into a music player.

## **A mobile phone with emergency call button**

The **Emporia RL2** has large buttons and a robust screen that makes it particularly interesting for elderly users. It has all the standard mobile phone functions. It is hearing aid-compatible and can be linked to a car's hands-free system via Bluetooth. This phone also features an intelligent emergency button that connects the user to the emergency services.

Visit Vodafone Germany at IFA 2011 in Hall 18, Stand 101. All Vodafone Germany press releases, photos, videos and audio material are published in the press section on [www.vodafone-deutschland.de](http://www.vodafone-deutschland.de).



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## **Vodafone Germany**

*is one of the largest and most modern telecommunications providers in Europe. It realises turnover of more than nine billion euros and has 12,000 employees. Based in Düsseldorf, Vodafone Germany is a one-stop innovative and integrated technology and service provider with a portfolio including mobile communications, fixed network telephony, internet and broadband data services for business and private customers. Continuous development, numerous patents and investments in new products, services and the modern network have made Vodafone an innovation leader in the German telecommunications market. In July 2011, the Stiftung Warentest consumer organisation tested all four of the German network operators' networks and gave the Vodafone network the quality rating of 'Good' (2.4). In 2010, Vodafone was named Best Network in Germany for the fourth time in succession by the "connect" magazine. Vodafone is committed to CSR. The German Vodafone Foundation is a socio-political think tank that initiates and supports numerous projects in the fields of education, integration and social mobility. The company is part of the Vodafone Group. Visit the website at [www.vodafone-deutschland.de](http://www.vodafone-deutschland.de) for further information.*