
- Vodafone Call+ revolutionises telephony
- German premiere: first Vodafone TV set-top box with 4K
- Deezer: the world’s biggest music streaming service
- Vodafone Drivexone: never have to look for your car again

Düsseldorf/Berlin, 4 September 2014 – Vodafone has some impressive new products and services for consumers again at this year’s IFA Consumer Electronics Fair in Berlin. One of the Düsseldorf-based communication group’s impressive offerings in the next generation of mobile voice communication is Call+, which lets customers switch to video and share content during a call. The new Deezer music streaming service gives Vodafone customers smartphone access to the world’s largest collection of music. Vodafone is also presenting the first 4K-capable set-top box in the German TV market which will be launched in 2015. Drivexone is taking Vodafone in a brand new direction. A GPS receiver in the car shows the vehicle’s exact position, transfers technical data and analyses previous journeys on the driver’s smartphone.

Telephony is the past – Call+ is the future
Call+ is Vodafone’s new service which augments classic telephony with useful new functions. It makes voice calls even more personal and interactive. With Call+, the caller and the person being called can share content or location, switch to video call or swap photos and videos. Where LTE is available, Call+ uses it for voice and video calls in excellent sound and image quality. At the IFA fair Vodafone will presenting the first smartphones from Sony that have Call+ integrated as standard in their operating systems. In the next few months Vodafone will also be launching a Call+ app for Android smartphones.

Vodafone and Kabel Deutschland create TV of the future
Alongside the increasing popularity of mobile TV, more and more consumers want access to the vast array of digital IPTV services in the home. For just an additional EUR 10, customers can upgrade their DSL connection for Vodafone TV to enjoy high-definition TV programmes. There are 29 HD channels and a videothèque with a large catalogue of more than 8,000 videos and series. At the heart of Vodafone TV is the hybrid set-top box Vodafone TV Center 1000, which receives programmes via cable, satellite and IPTV.

Vodafone is giving IFA visitors a glimpse into the future of TV in ultra-high 4K resolution – a high definition format with four times the resolution of HDTV. To view it, customers need Vodafone’s first and Germany’s only 4K-capable set-top box. The box was developed in collaboration with technology leaders Broadcom, Cisco and Sagemcom, and it will be the basis for all TV receivers available from Vodafone and its subsidiary Kabel Deutschland in future. The new set-top box for IPTV is scheduled to be launched on the market in the first six months of 2015. There will also be 4K content and the necessary devices for Kabel Deutschland customers in future.
Deezer: the world’s biggest music streaming service
It’s only around one year since Vodafone launched its Ampya music streaming service for smartphone and tablet users. Now Ampya is Deezer and all Vodafone customers are profiting. With 30 million tracks and over 100 million playlists, they have access to the largest music streaming catalogue in the world and can use special features such as flow and playlist radio to discover new favourite tracks. Deezer also has a library app for streaming audio books and plays. The app works on all standard devices, whether they are Android, iOS, BlackBerry or WindowsPhone. New customers can now subscribe to Deezer in conjunction with all current Vodafone smartphone and tablet tariffs for EUR 7.99 a month.

Drivexone: never have to look for your car again
A pioneering product in a little black box that is no larger than a box of matches, but will save car drivers a lot of effort and stress in future. Vodafone Drivexone networks the car with the smartphone. The Drivexone app helps customers to locate their car and analyse recorded route information. It also notifies the owner if there is something wrong with the car, for example, if the battery is running low on power. The app shows the distance travelled, time required, speed and places visited on every single journey, whether it’s for business or pleasure. Drivexone will be going on sale this year at www.vodafone.de/xone.

Visit Vodafone at the IFA 2014 Hall 18, Stand 101. All Vodafone press releases, photos, videos and audio material are published on vodafone.de/presse.