

# news release



Wednesday, 28 June 2006

## **Vodafone dials up new third generation mobile content and mobile broadband for Adelaide customers**

7,000 South Australians are already geared up with new Vodafone 'third generation' (3G) mobile handsets and data cards, eagerly awaiting the launch of Vodafone's new 3G network in Adelaide today.

Vodafone's 3G network supports Vodafone live! with 3G – a mobile entertainment and information service, and Vodafone Mobile Connect with 3G – a mobile broadband service for PC and Apple Mac laptops.

With 3G, we're giving customers the power to change the way they work and play, according to Declan O'Callaghan, General Manager Vodafone SA.

"3G content and services are sweeping the country, bringing Vodafone's wide range of music, made for mobile TV, video calling and mobile broadband services to customers in the South Australia."

Vodafone live! with 3G mobiles allow customers to download digital music from a catalogue of more than 350,000 tracks, and watch the latest music videos, made for mobile TV, sneak preview movie trailers, Sky News, Fox Sports, and access hundreds of high-resolution 3D and retro arcade-style games - all from the Vodafone live! portal within 3G coverage areas.

"Vodafone live! with 3G mobiles allow customers to make the most of every moment and once you've experienced 3G, you'll never look at a mobile the same way again," said Declan.

Port Adelaide Football Club fans will even be able to access exclusive behind the scenes interviews with key players on Vodafone live! with 3G Power TV, with the launch of Power TV coinciding with Vodafone's Adelaide 3G launch today.

Another benefit of Vodafone's 3G network is that it delivers mobile broadband to business execs on the move. And according to Declan O'Callaghan, it's another good reason for businesses in the Adelaide CBD to go completely mobile and ditch the landline for good.

“More and more people are questioning the need to pay fixed line costs - and VMC with 3G provides them with an affordable and convenient alternative,” said Declan.

The product has already proven popular for business people on the move, allowing them to work almost anytime and anywhere within coverage areas.

“VMC with 3G unchains us from our desks, and finally allows laptops to deliver the freedom, flexibility and mobility for which they were always intended,” he added.

From launch, Vodafone's 3G network will cover the Adelaide CBD and some surrounding areas, with full metropolitan expansion expected to be finalised by around October 2006. Planning for regional 3G networks will commence in 2007.

“The network has initially been built in areas with a high population density. We are continually growing coverage and will bring 3G to most metropolitan areas of Adelaide within the next few months,” said Declan.

Vodafone Australia launched 3G in Melbourne, Sydney and Canberra in October 2005, with Brisbane and the Gold Coast following in March 2006. Vodafone will also introduce 3G to Perth metropolitan areas this week.

#### **Vodafone live! with 3G handsets**

Vodafone live! with 3G launches with six handsets in South Australia: the Nokia 6234, Samsung z540, Nokia 6280, Nokia N91, Nokia N70, and the Sony Ericsson v600i.

#### **Vodafone live! with 3G special offers**

Vodafone is offering one month free 3G content to customers who choose any of the six Vodafone live! with 3G handsets on offer and sign-up to a 24-month \$79 Super Cap contract<sup>(1)</sup>. The selected Vodafone live! with 3G content includes five free music tracks, unlimited music videos, video calling in Australia and unlimited mobile TV including Fox Sports and Sky News. The one month free Vodafone live! with 3G content offer ends August 31, 2006 and is applicable to the first full month of service.

(For Vodafone live! with 3G content prices, see notes to editors.)

### **Vodafone Mobile Connect (VMC) with 3G and 3G-embedded laptops**

In a move to carve out an entirely new market category for Vodafone through the provision of mobile broadband, today also sees the launch of Vodafone Mobile Connect (VMC) with 3G, a mobile data card for PC and Apple Mac laptops. Vodafone's mobile broadband service provides customers with data access at broadband speeds (up to 384 kbps) in 3G coverage areas.

VMC with 3G provides quick and easy access to email – with attachments, the internet, and business files held on the user's company intranet or server, while out of the office or on the move.

The VMC with 3G data card retails for \$299 (RRP), and is also available to credit approved applicants for \$0 upfront, then \$12.46 per month for 24 months on Vodafone's mobile payment plan.

Vodafone's 3G mobile broadband connectivity is also available on Lenovo ThinkPad T60 and X60 notebooks. Customers in 3G coverage areas can enjoy the benefits of high-speed mobile data networking without the need to use external mobile data cards.

The ThinkPad notebooks provide built-in, cost-effective and secure mobile data connectivity enabling customers to access the internet, email with attachments and corporate applications wherever a Vodafone signal is present.

As part of its global 3G network reach, Vodafone offers customers 16 international roaming destinations, subject to a charge of 1 cent per KB, with a minimum 10KB session fee.

(For Vodafone Mobile Connect (VMC) with 3G data bundle prices, see notes to editors.)

### **Notes to editors**

#### **Vodafone live! with 3G handset prices**

Vodafone live! with 3G launches with six handsets in South Australia: the Nokia 6234, Samsung z540, Nokia 6280, Nokia N91, Nokia N70, and the Sony Ericsson v600i.

<b>Handset</b>	<b>RRP</b>
Nokia 6234	\$449 or \$0 on \$79 Super Cap contract for 24 months <sup>(1)</sup>
Samsung z540	\$749
Nokia 6280	\$499 or \$0 on \$79 Super Cap contract for 24 months <sup>(1)</sup>
Nokia N70	\$799
Sony Ericsson v600i	\$449
Nokia N91	\$1099

Vodafone will continue to offer its customers high-value caps, including the \$49 Maxi Cap, the \$79 Super Cap and the \$149 Mega Cap, with most Vodafone live! with 3G content charged as additional services. However, the notable exception is video calling, which is included in the caps:

Product	Launch price
Music tracks	\$2.79 per track
Video download	\$2.49 per event
Video streaming (canned)	\$1.49 per event
Video streaming (live TV)	\$1.49 per 10 minutes
Subscription services: Sky News Fox sports	\$2.99 each per month
Video calling	1.5c per second (plus 20c flagfall)

#### Vodafone Mobile Connect (VMC) with 3G prices

Vodafone is currently offering a choice of three data bundles, with the freedom and flexibility to change between bundles from month-to-month, without penalty:

Data bundle	Cost per month	Data per month	Additional usage
Data 100	\$29.95	100MB	30 cents per MB
Data 300	\$49.95	300MB	30 cents per MB
Data 1GB	\$99.95	1GB	30 cents per MB

For VMC with 3G customers travelling overseas, Vodafone offers 16 international roaming destinations, subject to a charge of 1 cent per KB, with a minimum 10KB session fee. To send a TXT message from a laptop, using VMC with 3G, is 25 cents per TXT.

**ends**

Vodafone live! with 3G services are available with a 3G handset within 3G coverage areas in metropolitan Sydney, Melbourne, Canberra, Brisbane and the Gold Coast and are subject to network availability. Video calling is available in strong 3G coverage areas in Australia, and requires both caller and receiver to have a 3G-capable handset.

<sup>(1)</sup>Nokia 6234 and Nokia 6280 are available to credit-approved applicants who connect to the \$79 Super Cap on contract for a minimum commitment period of 24 months. Minimum cost to customers over 24 months is \$960 (provided the customer joins before 31 July 2006) or \$1896 (for customers who join on or after 31 July 2006), excluding any additional or excluded call costs for which the customer will also be liable. Super Cap currently has a minimum monthly spend of \$40. From 31 July 2006, Super Cap will have a minimum monthly spend of \$79. If connection is not maintained for 24 continuous months, an early termination payment applies of \$39.50 x remaining months left on 24-month contract, plus any outstanding additional or excluded call costs for which the customer will also be liable.

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**About Vodafone**

Vodafone Group Plc is a leading mobile communications company. The company has equity interests in 26 countries, and partner networks in a further 33 countries - leaving an unmatched network footprint. The company provides quality services to 3.45 million Australian customers and has more than 179.3 million proportionate customers worldwide.