

31 October, 2005

Vodafone launches 3G in time for Christmas wish lists *Make the most of now on Vodafone live! with 3G and Vodafone Mobile Connect with 3G*

Vodafone Australia switched on its 3G network today, introducing customers to the latest mobiles, music tracks, mobile TV, video calling and mobile broadband services.

The new network supports Vodafone live! with 3G – a multimedia entertainment and information service, and Vodafone Mobile Connect (VMC) with 3G – a mobile broadband service for PC and Apple Mac laptops. Vodafone's range of 3G handsets and devices will be sold nationally from today through all Vodafone stores and resellers.

Vodafone's 3G services are available in Sydney, Melbourne and Canberra metropolitan areas and at airports in Sydney, Melbourne, Canberra, Brisbane, Adelaide and Perth. The network will continue to expand to cover metropolitan Brisbane, Adelaide and Perth and key regional areas such as the New South Wales Central Coast and Queensland Gold Coast next year.

The launch is well-timed to coincide with the lead-up to Christmas, with high demand for Vodafone's 3G devices expected over the festive season. Vodafone has built its new services around what customers want, making it as easy as possible for them to access mobile content or connect to mobile broadband on the move.

Russell Hewitt, Chief Executive Officer at Vodafone Australia, said: "We're offering customers the world's most far-reaching mobile network and our latest mobile phones and data cards are a ticket to what we think is the greatest show on Earth. 3G has to be seen to be believed.

"There's a fundamental, universal truth in that we all want to get more out of life. 3G has the power to change the way we live our lives, helping us to extract more fun, entertainment and productivity from every moment – it's all about making the most of now.

"We're the seventeenth Vodafone operating company to launch 3G, which gives us great insights into what customers really want.

"We've got thousands of people working on new technology and content deals that will continually expand and enhance our 3G customer experience. We've also built up worldwide momentum that will allow us to hit the Australian market at a flying pace," Russell Hewitt added.

Vodafone live! with 3G

Vodafone live! with 3G provides a portal to hundreds of thousands of music tracks, the latest music videos, sneak preview movie trailers, exclusive mobile TV 'mobisodes' of shows like South Park, Love & Hate and 24:Conspiracy, Sky News, Fox Sports, hundreds of high-resolution 3D and retro arcade-style games, video calling to any other 3G user within coverage areas, as well as standard services such as voice, PXT™ and TXT™⁽¹⁾.

John Casey, Chief Marketing Officer at Vodafone Australia, said: "We've got the hottest handsets and a lot of exclusive, seriously cool content. Whatever you're into – music, sports, games, news, entertainment, video calling - Vodafone live! with 3G will deliver. This is the start of the next big thing."

"We're offering a mobile experience that helps customers to get more out of every moment – by communicating more creatively and spontaneously, accessing entertainment and information more easily and converting dead time into something far more interesting," added Casey.

Vodafone live! with 3G handsets

Vodafone live! with 3G launches with six handsets: the Sharp 903, the Nokia 6680, the Samsung z500, the Sony Ericsson V800, the Motorola V1050, and the Sony Ericsson V600.

The latest hero handset within the range is the Vodafone live! Sharp 903. Exclusive to Vodafone, the 903 is a sleek, black clamshell, which features Australia's first integrated 3 Megapixel camera with 24x digital zoom, stereo sound for the ultimate mobile music experience, and mobile email.

Vodafone live! with 3G special offers

To encourage existing customers to migrate to 3G services, Vodafone will reward its medium-to-long-term, high-value Prepay and On Account customers with either a free 3G handset or a contribution to a 3G handset.

To put the latest 'must have' mobiles within easy reach this Christmas, Vodafone is providing customers with a 24-month \$79 Super Cap contract option, which rewards customers with significant discounts on all 3G handsets' recommended retail prices. By committing to a 24-month contract, customers can also walk away with a new 3G mobile for \$0 upfront, paying the balance over 24 monthly, interest free instalments⁽²⁾.

Recognising that it takes two to video call, Vodafone has also launched a 'buy one, get one free' offer on its exclusive Vodafone live! Motorola V1050. Retailing for \$599 for the two handsets, the offer is available when two customers simultaneously connect to the \$79 Super Cap On Account on a 24-month contract⁽²⁾.

Customers who purchase one of Vodafone's six 3G handsets and connect to the new network between now and the end of this year will receive Vodafone live! with 3G content free for two months. The offer includes five free music tracks, two months free video calling within Australia and two months of unlimited mobile TV and exclusive video content⁽³⁾.

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

Vodafone Mobile Connect (VMC) with 3G

In a move to crack the wireless computing market, today also saw the launch of Vodafone Mobile Connect (VMC) with 3G, a mobile data card for PC and Apple Mac laptops, which gives users data access at up to broadband speeds 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, whilst out of the office or on the move.

"We're the world's largest global mobile company and we will be the biggest and best in 3G," said John Casey. "If you need fast connectivity and the freedom to access and transfer work files and any other information on the move, VMC with 3G is for you."

The VMC with 3G data card is available for a recommended retail price of \$399, and is also available for \$0 upfront⁽⁴⁾, then \$16.63 per month for 24 months.

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.

Vodafone Mobile Connect (VMC) with 3G special offers

Vodafone will encourage its medium-to-long-term, high-value existing Vodafone Mobile Connect customers to migrate to mobile broadband by offering them either a free VMC with 3G data card or providing them with a \$150 discount on the recommended retail price of a new data card.

As an introductory offer Vodafone is providing customers with three months free mobile broadband⁽⁵⁾ when they purchase the Vodafone Mobile Connect with 3G data card and choose the \$99.95 per month Data Unlimited bundle⁽⁶⁾.

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

Notes to editors

Vodafone live! with 3G prices

Vodafone live! with 3G handset prices, monthly repayments and discounts for \$79 Super Cap On Account customers on 24-month contracts:

Handset	RRP (without contract)	Handset price on \$79 Super Cap 24-month contracts	Handset prices on \$79 Super Cap 24-month contracts for On Account customers eligible for Loyalty Program	Handset price on \$79 Super Cap 24-month contracts for On Account customers not eligible for Loyalty Program
Sharp 903	\$1199	\$949 (\$39.54/mth)	\$520 (\$21.63/mth)	\$640 (26.63/mth)
Nokia 6680	\$849	\$599 (\$24.95/mth)	\$200 (\$8.34.mth)	\$320 (\$13.34/mth)
Samsung z500	\$729	\$479 (\$19.95/mth)	\$160 (upfront)	\$280 (\$11.65/mth)
Sony Ericsson V800	\$699	\$449 (\$18.70/mth)	\$79 (upfront)	\$199 (\$8.30/mth)
Motorola V1050	\$599	\$349 (\$14.54/mth)	\$40 (upfront)	\$160 (upfront)
Sony Ericsson V600	\$399	\$149 (\$620/mth)	Free	Free

Vodafone will continue to offer its customers the same high-value caps, including the \$49 Prepay 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	\$0.25 connection fee, plus 1.5x standard voice rate

Vodafone Mobile Connect (VMC) with 3G prices

Vodafone is 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	0.2 cents per kb
Data 300	\$49.95	300MB	0.2 cents per kb
Data Unlimited	\$99.95	Unlimited email and internet ⁽⁶⁾	

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.

⁽¹⁾3G live! services are available with a 3G handset within 3G coverage areas in metropolitan Sydney, Melbourne and Canberra and are subject to network availability. Video calling is available in 3G video zones within 3G coverage areas in Australia. Both callers must have 3G video calling-capable handsets.

⁽²⁾Early termination payments apply.

⁽³⁾Available to customers who purchase a 3G handset and connect to Vodafone's 3G network (available in the metropolitan areas of Sydney, Melbourne and Canberra) between 31 October 2005 and 31 December 2005. Free offer includes five music track downloads, video calling within 3G video zones in 3G coverage areas within Australia and live! content available through video streaming and downloads (excludes games, ringtones and backgrounds). Subject to network availability.

⁽⁴⁾Available to credit-approved customers who connect to Vodafone On Account.

⁽⁵⁾Offer available until 31.12.05 to new and existing Vodafone Mobile Connect customers who (1) purchase a new VMC with 3G card distributed by Vodafone Australia; (2) connect to Vodafone's \$99.95 Data Unlimited bundle and (3) install and use the card and remain connected to the \$99.95 Data Unlimited bundle for four consecutive full monthly billing cycles. Customers will be liable for the \$99.95 access fee on a pro-rata basis from the date of connection to Data Unlimited until the start of the first full monthly billing period. Three months free mobile broadband will appear as a \$99.95 credit on the first, second and third bill or second, third and fourth bill (in the latter case customers will be liable for the first full month's access fee). Not transferable or redeemable for cash.

⁽⁶⁾Vodafone's Data Unlimited bundle provides users with as much data in Australia as they can use, within the generous Fair Use policy, which may affect usage over 1GB per month. This bundle is only available to a single user and must not be shared across multiple users or multiple devices.

About Vodafone

Vodafone Group Plc is a leading mobile communications company. Vodafone has equity interests in 27 countries, and partner networks in a further 14 countries - leaving an unmatched network footprint. The company provides quality services to 3.2 million Australian customers and has more than 165 million proportionate customers worldwide.

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For more information please contact:

Greg Spears, Vodafone Australia on 0406 315 014.

Jacqueline Scott, Vodafone Australia on 0406 040 339.