

## **Vodafone launches BlackBerry Curve 8300 free with all-in-one voice and unlimited mobile email cap**

*~ The ultimate mobile business solution with simple, straightforward payment options ~*

Vodafone Australia has launched the BlackBerry® Curve 8300 smartphone, available free with a choice of new Vodafone MyBusiness Cap 24-month contracts which feature unlimited mobile email.

The new packages deliver a streamlined mobile offering, making it simple for busy business people to choose the right plan for their needs. Offering the latest smartphone technology with the simplicity of one plan, the new MyBusiness Cap range will appeal to businesses and professional customers who seek greater control and simplicity on their combined mobile voice and mobile email bill.

Edward Goff, General Manager Business Markets at Vodafone Australia comments: "Smartphones continue to broaden their appeal among business people and personal users alike. Customers want simplicity and convenience with one device for voice and data, such as the BlackBerry Curve, and so it makes sense to combine the two services in one, high-value capped plan."

### **About the BlackBerry Curve**

Currently available only to Vodafone customers, the stylishly designed BlackBerry Curve 8300 smartphone features smooth edges, liquid silver finish and chrome highlights. In addition to being the smallest and lightest full QWERTY BlackBerry handset, (107mm x 60mm x 15.5mm and approximately 111 grams) , the BlackBerry Curve combines enhanced multimedia capabilities with the renowned BlackBerry email and messaging experience.

The BlackBerry Curve features a 2 megapixel camera with 5x digital zoom, built-in flash, self-portrait mirror and full screen viewfinder, enabling users to snap and share photos on-the-go. The camera can capture images in up to three picture quality and size resolutions that can be quickly shared with family and friends via email, MMS or Bluetooth®. A photo can also be easily set as a unique caller ID or Home Screen image.

The BlackBerry Curve comes with a powerful new media manager application, which is included with the BlackBerry® Desktop Manager software. The Roxio® Media Manager for BlackBerry®, which was developed with Sonic® and based on the award-winning Roxio Easy Media Creator® 9, introduces a new level of simplicity, allowing users to easily search for media files on their computer, view and organise them, create MP3 music files from CDs, add audio tags, create playlists and automatically copy or convert pictures, music and videos for optimal playback on the BlackBerry Curve.

Equipped with a 3.5mm stereo headset jack and dedicated volume controls, the BlackBerry Curve is compatible with Bluetooth stereo audio profile (A2DP/AVRCP). The BlackBerry Curve also supports expandable memory with a microSD slot.

Other features of the BlackBerry Curve include:

- Premium phone features including noise cancellation technology to offset background noise, Speaker Independent Voice Recognition (SIVR) for Voice Activated Dialling (VAD), dedicated 'send', 'end', and 'mute' keys, low-distortion speakerphone, and Bluetooth (2.0) support for hands-free use with headsets, car kits and Bluetooth peripherals.
- Support for polyphonic, MP3 and MIDI and RealTrax ringtones.
- A built-in spell checker with user-customisable dictionary to help ensure accuracy of emails and other text entries.
- Support for instant messaging.
- EDGE/GPRS/GSM-enabled for international voice and data roaming.
- BlackBerry® Internet Service support that allows access to up to 10 supported personal and corporate email accounts, including most popular ISP email accounts.
- BlackBerry® Enterprise Server support for enterprise deployments, enabling advanced security and IT administration within IBM® Lotus® Domino®, Microsoft® Exchange and Novell® GroupWise® environments.

The BlackBerry Curve is now available at selected Vodafone stores and corporate sales channels. For further information please visit: <http://store.vodafone.com.au/Business.cfm>

\* Requires minimum versions of BlackBerry Internet Service or BlackBerry Enterprise Server software. Check with Vodafone Australia or IT administrator for availability.

\*\* The BlackBerry Curve is supported on BlackBerry® Internet Service for individuals and smaller businesses, as well as BlackBerry® Enterprise Server for corporate use.

***Vodafone plans table overleaf...***

**Vodafone MyBusiness Cap and BlackBerry Mobile Email plans<sup>></sup> &  
FREE\* BlackBerry Curve 8300<sup>~</sup>**

Upfront Monthly Fee (combined plan)	\$79	\$109	\$179
MyBusiness Cap (not available with \$99 MyBusiness Cap)	\$49	\$79	\$149
Blackberry Mobile Email (per month)	\$30		
Included MyBusiness Cap Value (Voice, TXT and more) <sup>^</sup>	\$310	\$550	\$1200
Included Blackberry Mobile Email Value	Unlimited BlackBerry Mobile Email <sup>+</sup>		

<sup>></sup> Mobile Email is subject to network availability and individual device capabilities. Mobile Email bundle required. High speed push email on 3G network in selected metro areas (which currently covers metropolitan areas of Sydney, Melbourne, Canberra, Brisbane, the Gold Coast, the Sunshine Coast, Adelaide and Perth plus all international airports in Australia). Outside 3G areas our GPRS network covers 92% of the places you live and work in Australia. See [vodafone.com.au/coverage](http://vodafone.com.au/coverage) for details.

\* Available to approved customers who connect to the combined \$49 MyBusiness Cap, the \$79 MyBusiness Cap or the \$149 MyBusiness Cap & \$30 Unlimited Blackberry Mobile Email plan for 24 months. Minimum monthly spend is \$79 (\$49 MyBusiness Cap & \$30 Unlimited Blackberry Mobile Email plan), \$109 (\$79 MyBusiness Cap & \$30 Unlimited Blackberry Mobile Email plan) or \$179 (\$149 MyBusiness Cap & \$30 Unlimited Blackberry Mobile Email plan) respectively, and minimum cost to the customer over 24 months is \$1896 (\$49 MyBusiness Cap & \$30 Unlimited Blackberry Mobile Email plan), \$2616 (\$79 MyBusiness Cap & \$30 Unlimited Blackberry Mobile Email plan), or \$4296 (\$149 MyBusiness Cap & \$30 Unlimited Blackberry Mobile Email plan) respectively excluding any additional handset payments (if applicable), additional or excluded service costs. Early exit fee of \$39.50 (\$49 MyBusiness Cap & \$30 Unlimited Blackberry Mobile Email plan), \$54.50 (\$79 MyBusiness Cap & \$30 Unlimited Blackberry Mobile Email plan), or \$89.50 (\$149 MyBusiness Cap & \$30 Unlimited Blackberry Mobile Email plan) respectively x months left on the 24 month contract applies if not connected for 24 months. ~ Handset locked to the Vodafone network. Charge may apply to unlock. See handset box for details. <sup>^</sup> 1 month included value expiry. Some services excluded. <sup>+</sup> 1 month Included Data expiry. Data included is for use in Australia only.

**About Vodafone**

Vodafone is the world's leading international mobile telecommunications group with equity interests in 27 countries and 33 partners across 5 continents. The company provides quality services to 3.68 million Australian customers and has more than 200 million proportionate customers worldwide.

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**Media Contacts:**

Greg Spears, Vodafone Australia, Head of Corporate Communications  
Email: [greg.spears@vodafone.com](mailto:greg.spears@vodafone.com)  
Mobile: 0406 315 014

Dominic Hilton-Foster, Vodafone Australia, PR Manager Business Markets  
Email: [dominic.hilton-foster@vodafone.com](mailto:dominic.hilton-foster@vodafone.com)  
Mobile: 0405 703 495

Laura Keith, Pulse Communications for Vodafone Australia  
Email: [laura@pulsecom.com.au](mailto:laura@pulsecom.com.au)  
Mobile: 0405 534 955

Veronica Colvin, Spectrum Communications for RIM  
Email: [veronicac@spectrumcomms.com.au](mailto:veronicac@spectrumcomms.com.au)  
Phone: 02 9954 3299

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