

## **News Release**

November 30<sup>th</sup>, 2004

### **SANYO launches its first 3G handset in UK**

**SANYO launches today its first 3G phone - the S750 - into the UK market. The Japanese electronics giant has teamed up with Orange to provide latest state-of-the-art 3G technology. The Orange Group, the mobile arm of France Telecom, is one of the largest mobile phone operators in UK. The collaboration is part of SANYO's continuing expansion of its mobile business across Europe.**

The S750 has an innovative slide-up opening and comes with a four times zoom dual camera functionality – 1,3 Mpix CMOS (with integrated flash) and 310K pixel CCD. The phone has the largest screen currently on the market - 2,4 inch high resolution QVGA which has 262.144 colours to guarantee extra sharp viewing quality.

SANYO's latest offering supports UMTS, GSM and GPRS. The high-quality integrated digital/video camera enables video calling on the 3G network as well as video and photo messaging and streaming. Standby times are 260 hours of UMTS (which provides users with 170 minutes of talk), 100 minutes of video telephony and 210 hours of GSM (providing 190 minutes of talk).

The S750 also has 8 Mbytes of internal memory which allows for storing of pictures and other data, the built-in SD card slot provides the opportunity to exchange data with others. More features include 72 polyphonic tones for almost real tunes, Java Game, WAP Browsing, USB connections, MP3-Player and Pictbridge for direct printing of photos on external devices.

By connecting the PC through Bluetooth the S750 can be used as a modem to connect to the internet. Although there are a number of facilities, the S750 is still only 122g in weight.

SANYO entered the mobile phone market over a decade ago with the inception of its PHS (Personal Handy System), an initiative that pushed the rapid growth of the mobile phone sector in Japan. Since then, SANYO has been one of the early adaptors of new technologies in this field. Today it is the key supplier of handsets to Japan's leading 3G operator, KDDI, and Sprint PCS in the US.

"Our expertise in key devices, such as batteries, LCD modules and camera modules ensures that we are strongly placed to drive the 3G market," said, Masatsugu Yamano, president of SANYO Fisher Sales (Europe) GmbH and also responsible for SANYO's European telecom business.

In the UK the SANYO S750 will be available directly from Orange.

You can download high resolution pictures of the new S750 from SANYO via [www.sanyo-mobile.co.uk](http://www.sanyo-mobile.co.uk) which is also launched today.

**(417 words)**

#### **Notes to editors**

##### **About SANYO Mobile**

SANYO entered the mobile phone market over a decade ago with the inception of its PHS (Personal Handy System), an initiative which pushed the rapid growth of the mobile phone sector in Japan. Since then, SANYO has been one of the early adaptors of new technologies in this field. In Japan, SANYO quickly gained ground in the CDMA technology-based mobile phone market and began its global expansion in 1998 with its partnership with Sprint PCS, the North American operator. SANYO was the first to launch the colour LCD screen handset and camera equipped handset in the US market.

In 2001, SANYO launched Japan's first UMTS single mode mobile phone and continued its enhancement of its UMTS/GSM dual mode mobile phones. SANYO's ownership of key devices, such as batteries, LCD modules and camera modules, ensures that SANYO is strongly placed to drive the 3G market. SANYO is a truly multinational company, comprising 83 production sites, 40 sales organisations and 37 other companies making it one of the largest electronic companies in the world with over 80,000 employees.

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