

**News Release,**

July 28<sup>th</sup>, 2005

**Click, print and share your holiday snaps  
instantly with SANYO and Orange**

Customers of the SANYO 3G mobile handset, the S750i, can now print their holiday photos instantly, thanks to the SANYO DVP-P1 EX colour printer.

To celebrate the warmer months and ensure happy holiday-snappers get the most from their S750i, the Japanese electronics giant in conjunction with Orange is offering customers a cutting edge printer that enables fast and smooth printouts in postcard size. In this bundle promotion, customers of the S750i in Orange shops can purchase the SANYO DVD-P1EX (RRP £159.99) with durable paper and an ink cartridge pack for 50 prints, for just £29.99, whilst stocks last. The handset is exclusive to Orange customers.

Using PictBridge printing technology, a handy feature on the S750i, the SANYO DVP-P1 EX delivers high-quality photo printouts from your mobile in seconds, with no need for a computer or software installations – the photo printer will let you share your summer memories with family and friends.

The SANYO 3G phone comes with a 1.3 megapixel camera to shoot high resolution pictures captured in a 2.4 inch high resolution QVGA LCD, one of the largest screens currently on the market. The DVP-P1 EX printer, boasts over 16.7 million colours, so printing razor sharp holiday photos has never been easier.

“Camera phones continue to gain popularity across the UK. There are more and more people using mobile phones to take pictures whilst away. We are now offering our customers the chance to print these images, so moments can be captured, shared and kept,” said Nobuyuki Fujioka, Project Manager, SANYO Europe Ltd.

The DVP-P1 EX printer uses a simple USB cable (included with the S750i) to exchange data between the internal memory of the phone and printer. The printer can also read memory cards such as SD Card, Memory Stick, SmartMedia and Compact Flash storage.

SANYO revamped its successful 3G handset, S750i, earlier this summer. This included a design facelift and additional features such as a 32MB SD Card, providing more memory for customers to store high resolution pictures, long recorded videos, mp3 music files and other files.

“Our entry into the UK 3G market has been a tremendous success, with a great response from consumers. This offer is to provide customers with more excitement and added value they can find in our S750i as well as from SANYO CE products, such as this printer. It is the first time that a printer bundle promotion has been available in Orange shops and we are grateful to contribute on this based on the partnership we enjoy,” added Masatsugu Yamano, President of SANYO FISHER Sales (Europe) GmbH and also responsible for SANYO’s European mobile phone business.

**Other key features of the DVP-P1 EX:**

- Print method: Dye-sublimation
- Resolution: 310 dpi
- Print area: 10x15 cm
- Colour depth: 24 bit
- Print speed: 40 seconds per photo
- Paper tray: 50 sheets
- Interface: USB 1.1
- PictBridge compatible
- Slots for following storage cards: Compact Flash, Microdrive, SmartMedia, Memory Sticks, SD Memory Card, MultiMediaCard, xD Picture Card (with CF adapter)

- Dimensions: 189 x 192 x 162mm
- Weight: 2.2 kg
- Easy to replace colour cartridge

You can download high resolution pictures of the S750i and the Digital Printer from SANYO via <http://www.sanyo-mobile.co.uk/about/pictures.html>.

**(548 words)**

## **NOTES TO THE 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 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. 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. At the end of 2004 SANYO presented its first 3G phone - the S750 - for the European market. The latest model is the S750i which will be directly available from Orange. The Japanese electronics giant has teamed up with Orange to provide the latest state-of-the-art 3G technology in France and UK. The collaboration is part of SANYO's continuing expansion of its mobile business across Europe.

SANYO is a truly multinational company, comprising 84 production sites, 37 sales organisations and 39 other companies making it one of the largest electronic companies in the world with over 80,000 employees.

For further information, please visit [www.sanyo-mobile.co.uk](http://www.sanyo-mobile.co.uk).

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### **About Orange**

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Orange provides high quality GSM coverage to 99% of the UK population, and offers roaming to pay monthly customers on 393 networks in 156 countries and to pay as you go customers on 131 networks in 67 countries.

In May 2005, Orange gained the top ranking for customer satisfaction among mobile phone contract customers in the annual J.D.Power and Associates 2005 UK Mobile Telephone Customers Satisfaction Study. It is the seventh time Orange has been ranked top by the study.

At the end of March 2005, Orange had over 14.3 million active customers, more than any other UK network, making it the UK's number one.

In October 2004, Orange won the Mobile Choice Consumer Awards - voted for by readers of Mobile Choice magazine – for Best Network Operator for the four year running.

Information about Orange can be found on the Orange website at [www.orange.co.uk](http://www.orange.co.uk) and media information can be found at [www.orange.com](http://www.orange.com)

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