

NEC e228 3G Handset is Now Available in UK

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Europe : 3, the UK's first video mobile network, is now offering customers the new [NEC](#) e228 in shops across the UK. The NEC e228 video mobile is exclusively available on the 3 network with 3's great value pay-as-you-go tariff, ThreePay. The NEC e228 is NEC's sixth addition to 3's handset portfolio and is now on sale in over 7,000 outlets across the UK.

The NEC e228 is designed to a high specification in performance, size and style and offers 3's exciting video services, including person-to-person video calling, at unbeatable value. The bar-design measures 129x53x21.5mm and weighs just 125g. It has two high-resolution

cameras and a powerful speakerphone for hands-free video and voice-calling. It also has a high quality, 65,536 full-colour screen which is great for watching 3's full-length music videos from BMG and football action from the Barclays Premiership. The handset also offers email, an MP3 player, 19MB of internal memory and a memory card slot for a Sony MemoryStick™ Duo to store an extra 128MB of content. Additional features include vibrate alert, calendar function, calculator with currency converter and headset. Gareth Jones, COO, 3 commented: "3 is shaking up the status quo in the UK mobile market by offering great value video mobiles and exciting mobile content. 3 is redefining what customers can expect to get for their money. It's no surprise that the predecessor to the NEC e228 has been the UK's best-selling pre-pay handset*. We expect the NEC e228, with its slimline design and high resolution camera, to be just as popular." Tony Hutson, Director, NEC UK said: "As the excellence of 3's 3G experience gains increased traction in the UK, so its products and services continue to appeal to a wider and wider audience. We have been committed to working with 3 to ensure that its portfolio of handsets meets and exceeds customer demands for performance and functionality, and the launch of the e228 is the latest step in bringing the benefits of 3G to more mobile users than ever before – delivering an affordable and accessible device." ThreePay, 3's ground-breaking pay-as-you-go tariff, offers pre-pay customers the same great value as contract tariffs. ThreePay video mobiles like the NEC e228 can be purchased in stores such as Argos, Superdrug and other high-street names like Carphone Warehouse and Phones4U. Top-up vouchers can be purchased in over 60,000 outlets, wherever you see the industry "top-up" sign.

NEC e228 specifications NEC presents the latest new video mobile phone - the NEC e228. Smaller and lighter than its predecessor, the 313, the NEC e228's features an ultra-stylish new design in three different colours and is characterized by enhanced photography capabilities and improved battery time.

The double camera feature - one on the front and one at the back - offer fantastic functionality for taking video snaps and photography.

Like all 3 video-mobiles by NEC, the e228 is constantly connected to the Internet and can synchronize completely with Outlook Calendar and other PC applications, which makes it suitable for personal as well as professional use. It also enables use of a memory card should there be a need for more memory. The large screen and 65,000-colour resolution provides exceptionally high quality for video viewing and Java games. The e228 is also equipped with an MP3-player for personal audio enjoyment and convenience.

"NEC is pleased to introduce new 3G video mobile phone." Said Susumu Otani, Associate Senior Vice President of NEC Corporate. "The launch of the new 228, NEC's 7th terminal for 3, is the latest step in bringing opportunities and benefits of 3G to wider-range of users in the world. As a long-standing strategic partner, NEC will fully support and contribute to Hutchison's 3G operations with our portfolio of handsets and infrastructure systems."

NEC e228 also has the following functions and technical data: 40 tones polyphonic ring signals 19 MB dynamic memory with support up to 128 Mb Sony Memory stick Duo Downloading capacity of 384 kbps Video calls, MMS Java games Support for video streaming Media player (video and sound) Speaker phone Battery time *: 132 h Standby, 136 min voice, 106 min video. NEC e228 specifications: Weight: 125 g Size: 129 x 53 x 21,5 mm Volume: 120 cc Colours: Silver, white, and blue

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