

# Less is more: The Siemens mobile phone CC75 goes for high-convenience purism

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Many mobile phone users just want one thing: simple telephone functions, but without compromising in any way on the quality or design of their mobile phone. The question they ask is: Why bother with a whole raft of different functions you don't want to use? Specifically for

these people, Siemens has developed the CC75, a mobile phone that concentrates on the essential: convenient telephony when you're out and about, with a mobile phone whose design and material quality meet exceptionally high demands.

This reduction of various functions was a conscious choice with the CC75 and allowed the developers to concentrate on improving the essential core elements of the phone. With its clearly and logically designed graphics icons on both the first and second menu levels, the mobile phone is now even easier to operate. The display shows color depth and brilliance, and is particularly easy to read, as the 16-dot lettering is 33 percent larger than usual and visible from any angle. Its ergonomic design makes the super-slim mobile phone (barely over 1 cm deep at 12 mm) the comfort mobile phone of the premium class.

Although purism and conscious reduction are the fundamental thoughts behind this completely new concept, the CC75 comes up with some innovative details: a voice message can be recorded simply by pressing a button on the side of the phone. The message can then be sent straightforwardly via MMS. This voice mail feature makes mobile communications even more user-friendly, as the laborious typing of text messages becomes a thing of the past. The high-class good looks of the CC75 with its aluminum frame meet high-end demands for premium design and materials. The solid, silver-colored casing is pleasantly cool to the touch and gives a feeling of real luxury as it lies in the hand. If it is necessary to make notes while phoning, or if both hands for other activities are needed, the elegant Headset Purestyle HHS-610 (original accessory) ensures optimum phoning convenience. The CC75 will be available in the fourth quarter of this year in the color "Aluminium Silver" and will be in the medium price range.

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