

LAUNCH OF VODAFONE SIMPLY

Vodafone Group Plc 20 May 2005 20 May 2005 VODAFONE LAUNCHES VODAFONE SIMPLY New, easy to use, voice and text mobile service Vodafone today announces the launch of Vodafone Simply, a new, easy to use mobile service which has been designed for customers who only want a mobile phone with voice and text services. Following extensive customer research and feedback from thousands of customers, the Vodafone Simply service comprises two exclusive easy to use phones and services with straightforward price plans, supported by specifically trained customer services staff. Phones Vodafone worked very closely with its customers in developing the Vodafone Simply phones. Customers were asked how they wanted their ideal phone to look, what services it should offer, how these services should be accessed and how the phone menus should be structured. Following this feedback, Vodafone linked up with Sagem to develop two phones: the Vodafone Simply Sagem VS1, a silver, curvy handset and the Vodafone Simply Sagem VS2, a straight, black handset. Both phones have large screens with legible text and symbols, as well as three dedicated buttons for direct access to the most commonly used services: the Main Screen, Contacts and Messages. A button on the side of each phone controls ringer volume and a switch locks the key pad. In addition, on-screen instructions in plain language help customers master the phone quickly and easily. Services Both phones offer a voice mail service designed to work like a standard home answering machine. The Messages button on the phones lights up to notify the customer when a call or text has been received. To listen to or read the message, the customer just needs to press the Messages button. In addition, the Vodafone Simply service offers a missed call notification service. If a call is missed, or a caller does not leave a voice message, the customer receives notification on-screen. Price Plans Customers using the Vodafone Simply service will be able to purchase straightforward, value for money, price plans. For example, in the UK, a pre-paid Vodafone Simply handset will cost £80 and will be free with a monthly price plan. Using the new Vodafone Stop the Clock price plan, customers will be able to talk for up to an hour in the evenings and at weekends whilst only paying for the first three minutes. Customer Service Vodafone has specifically trained members of its customer service staff to help and advise customers in shops and call centres. The trained members of staff will help customers feel more confident about buying and using their Vodafone Simply mobile phones. The service will be available in Portugal, Spain and the UK from 24 May. The Vodafone Simply service will also be available from Vodafone Germany, Vodafone Greece, Vodafone New Zealand, Vodafone Sweden and Swisscom Mobile from 1 June and Mobilkom Austria in July. Other markets will offer the service in due course. "We have many customers who want the latest mobile phone with all the advanced services from full track music downloads to video calling and mobile TV. We also have customers who just want to make and receive calls and text messages on their mobile phone," said Peter Bamford, Chief Marketing Officer, Vodafone Group. "Vodafone Simply is an easy to use mobile service for these customers, to help them stay in touch with friends and family." - ends- For further information: Vodafone Group Simon Lewis, Group Corporate Affairs Director Tel: +44 (0) 1635 673310 Investor Relations Media Relations Charles Butterworth Bobby Leach Darren Jones Ben Padovan Sarah Moriarty Jon Earl Tel: +44 (0) 1635 673310 Janine Young Tel: +44 (0) 1635 673310 About Vodafone Vodafone is the world's largest mobile community with 151 million proportionate customers, equity interests in 26 countries and Partner Networks in a further 14 countries. For further information about Vodafone, please visit the Vodafone Group website: www.vodafone.com For high resolution images please visit www.vodafone.com/simply/presskit/ (c) Vodafone Group 2005. VODAFONE, Vodafone logos, Vodafone Simply and Vodafone Stop the Clock are trade marks of the Vodafone Group. Other product and company names mentioned herein may be the trade marks of their respective owners. The Vodafone Simply mobile phone is the subject of European Community Design Application No. 257621 and GB Patent Application No. 0425365.4 filed in the name of Vodafone Group Plc. Other patents have been applied for. This information is provided by RNS The company news service from the London Stock Exchange
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Company Announcement - General

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