

## **VODAFONE: HERE COMES SIMPLY, THE EASY-TO-USE PHONE**

*Milan November 2005*, Vodafone Italia launches *Simply*, the easy-to-use phone designed for customers who want to use essential functions, make voice calls and send text messages.

The idea was born two years ago after a survey involving 16,000 persons of all ages was conducted throughout Europe to detect the different needs of mobile phone users. The results showed that over a third of the people interviewed is interested in phones with genuinely easy-to-use basic functions, stylish and simple, useful for keeping in touch easily with their families and organising appointments.

Starting from here, Vodafone has worked side by side with its customers to create the ideal design, identify favorite services and invent a simple, intuitive way to access them.

Three models of mobile phones adapted to the different needs of men and women have been developed in collaboration with Sagem. The offer comes complete with clear tariffs, useful services and dedicated areas in the Vodafone shops.

All the models feature large screens with easy-to-read texts and symbols, as well as three buttons for direct access to the most frequently used services: *Home Screen*, *Contacts* and *Log*. A button on the side of the phone controls the volume of the ringer tone and a switch locks the keypad. What's more, the instructions on the screen are written very clearly and help customers learn to use the phone quickly. The *Log* button lights up when you receive a text or a voicemail message, which can be read or heard simply by pushing the button, so that *Simply's* voice mail works just like the answering machine at home.

*Simply* is available since May in Great Britain, Germany, Spain, Portugal, Greece, Switzerland, Sweden and New Zealand and now in Italy too.