



news release

VODAFONE SMART ANDROID: THE SMARTPHONE FOR EVERYONE

Android at €99 available with the first pay-as-you-go plan for smartphone, with voice, text and internet

Milan, Wednesday, 1 June 2011 – Vodafone Italia announces the launch of the [Vodafone Smart Android](#), available for **€99 euro starting from 12 June** in all Vodafone stores and through the www.vodafone.it website. To go with the launch Vodafone is presenting the **Smart 100** offering (also available for all customers who need a simple, all-inclusive plan for their smartphone), the first all-inclusive pay-as-you-go plan created to meet the needs of customers looking for a single package combining calls, texts and internet for their smartphone.

Besides boasting an innovative design and all the advantages of the Google operating system, Vodafone Smart Android gives access to the full Android experience, including services such as mail, maps and all the Android Market applications. Vodafone customers will also be offered exclusive, up-to-date apps in Vodafone Updates: My 190 for profile management and offers, Vodafone Music for MP3 music at a highly competitive price compatible with all devices, Vodafone Find & Go, the free GPS navigator created for Vodafone customers, and much more.

What's more, customers will be able to personalise their Vodafone Smart Android, choosing from the huge range of covers available or creating their own one-off cover on the special website smartandroid.vodafone.it/cover, starting from 12 June.

Smart Android confirms Vodafone Italia's commitment to providing customers with easy-to-use smartphones and to promoting the spread of mobile internet and broadband, offering users the support of **Customer Services**, as well as the 190 SMS, My 190 App and website channels, enabling them to choose the method for receiving all-round assistance best suited to their needs.

Vodafone Smart Android will be available from 12 June for all Vodafone's pay-as-you-go or contract customers, and with the Vodafone One programme.



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SMART 100

In common with all customers who have a smartphone, pay-as-you-go customers who decide to purchase the Vodafone Smart Android can opt for **Vodafone Smart 100**, the all-inclusive top-up offer for €19 per month, which includes 100 minutes of calls to all numbers for 1 cent, mobile internet and the possibility to make Voip calls.

For new customers who decide to **switch to Vodafone** from another operator while keeping their previous number, Smart 100 is available at a **promotional price of €9 for the first 12 months**, instead of €19 a month.

CONTRACTS CUSTOMERS

Vodafone Smart Android is available for customers who opt for **Vodafone Tutto Facile**, a monthly plan **costing €0 with internet included and calls and texts to all numbers**, offering a choice between **Small, Medium, Large and Top Club**.

VODAFONE ONE

Vodafone Smart Android will be included in the Vodafone One catalogue on promotion at **1500 points with 1 month internet included. Up to 31 July** the Vodafone Smart Android is available for customers at 0 points since for the first time Vodafone **will advance up to 100% of the points** required.

Technical specifications:

- Operating System: Google Android 2.2
- Capacitive 2.8" QVGA touch screen
- Thickness: 12.6mm; Weight: 100g
- Camera: 2 megapixel with 2.8x zoom
- Internal memory: 512MB
- 2GB microSD included in the package, expandable up to 32GB
- Battery: Li-ion 1200mAh
- Connectivity: UMTS/HSPDA, Wi-Fi, Bluetooth, A-GPS
- Available in black or white
- Interchangeable, personalised covers

For more information on the Vodafone Smart Android offering and to purchase on line from 12 June, see the special website smartandroid.vodafone.it.