

## **Ericsson unveils the T10 mobile phone for colourful communications**

**Today at CommunicAsia in Singapore, Ericsson displayed the new T10, a dual band mobile phone for GSM 900 and 1800 networks. It has a full graphic display, vibrating call alert and will be available in five sharp colours.**

Designed as a fun, easy to use, phone offering value for money the T10 is sharp and distinctive. It comes in a range of joyful colours, which have been chosen to reflect both vitality and youth. These fashion-forward, eye-catching, phones are available in Juicy blue, Mustang yellow, Shocking pink, Funky purple and Crispy turquoise. The T10 is for consumers who know that everything they wear says something about them, including their mobile phone. They want quality, design and attention and are not afraid to show it.

The T10 has a three line full graphic display which features bright, backlit illumination and it supports Enhanced Full Rate Speech Coding for crisp natural sound quality. There are seven different ring signals; two own-melody possibilities and an in-built vibrating alert that lets you take calls discreetly. The latest in the Ericsson's T-class portfolio, the T10 supports the complete range of features associated with GSM phase 2 including SMS (Short Message Services) and SIM Application Toolkit.

An identical mobile phone, the T10sc, has been developed for the Asian market. The Ericsson T10sc features a complete Chinese interface which is easy to learn and easy to use. This unique feature allows you to send and receive Chinese SMS messages. It also lets you store Chinese names in the Phone Book.

Both phones measure a mere 105x49x24mm, weigh just 146 grams and have extensive talk and standby times. They are also compatible with all the accessories designed for the Ericsson 700 series mobile phones.

**T10's functions include:**

- Advice of Charge Charging
- Advice of Charge Information
- Alternate Line Service
- Call Barring
- Call Forwarding
- Call Transfer
- Call Hold and Call Wait
- Multiparty
- Calling Line Identification/Presentation
- Calling Line Identification/Restriction
- Connected Line Presentation/Restriction
- Closed User Group
- National Roaming
- Short Message Service (SMS)

The Ericsson T10s and T10sc will be available in volume in Q3 1999.

Pictures of the new Ericsson T10 can be downloaded from:

[http://www.ericsson.se/pressroom/phli\\_pco.shtml](http://www.ericsson.se/pressroom/phli_pco.shtml)

Additional information about Ericsson mobile phones is available on the World Wide Web at <http://mobile.ericsson.com>

*Ericsson is the leading provider in the new telecoms world, with communications solutions that combine telecom and datacom technologies with freedom of mobility for the user. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for its customers – network operators, service providers, enterprises and consumers – the world over.*

Please visit Ericsson's Press Room at: <http://www.ericsson.se/pressroom>

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