

Ericsson unveils the smallest world phone – in the world

Today at the PCS Trade Show in New Orleans, USA, Ericsson unveiled the second in a series of its World Phones to be available after the New Year. The T28 WORLD is designed to operate on the GSM 900 and GSM 1900 bands and offers you the opportunity to use the phone in Europe, Asia/Pacific and the Americas.

Measuring a mere 97x50x15mm (2.5x 1.3x .4 inches) and weighing just 83 grams (less than 3 ounces) the T28 WORLD features a full graphic display for easy readability and features an active flip with a clever release button on the side of the phone. The voice dialling feature lets you contact someone simply by saying their name, calls can also be answered or rejected by using voice only. The T28 WORLD also features the popular vibrating alert, which makes sure you don't miss calls in noisy environments and don't disturb others with your ring signal in more discreet situations.

Automatic time zone update is an especially useful feature when travelling globally (network dependent). The T28 automatically updates the time when the user moves from one time zone to another and functions as a world clock, alarm, calculator and stopwatch. Additionally, the T28 WORLD comes with a Global Travel Charger that allows you to charge your phone wherever you are in the world.

“Ericsson's T28 series of phones are now truly global. We have launched the T28s for GSM 900/1800 networks, the ER 207 which is based on the T28 design and technology platform for the Japanese PDC network and now the T28 WORLD which covers five continents, over 120 countries,” says Jan Ahrenbring, Vice President Marketing and Communications at Ericsson Mobile Communications.

The T28 WORLD contains remarkable new technology supporting the complete range of GSM phase 2 – and where applicable GSM phase 2+ functions. Based on a new 3-volt platform the phone's components are smaller and thereby effect less power consumption ensuring an overall improvement in performance. Advanced software has been developed and utilised to ensure the user interface is faster, more accurate and easier to navigate. Examples of some new features resulting from this software are the status list and profiles. The status list allows you to view available, or indeed, occupied, memory positions, stored positions and stored message types. Profiles lets you establish different profiles on your T28 WORLD e.g. you can choose different ring signals, including the vibrating alert and different ring volumes for different incoming calls.

Ericsson T28 WORLD is an exquisite example of cutting-edge technology and sensuously sculpted design. Its lines and contours have been delicately arched to give it the clear, simple, form traditionally associated with Scandinavian design. Finished in Urban Grey and Metropolitan Blue these colours capture the stylish image of the phone.

Other T28 WORLD features include:

Phone Book with 99 names

The popular games Tetris and Solitaire

Conference calls

Call hold/Call wait

Alternate Line Service

Advice of charge charging

Fixed dialling numbers

Call barring

Calling Line Identification

Another aspect is that the T28 WORLD contains a power gauging function. This information is presented in minutes for both talk time and standby time and thereby ensures you remain aware of how much power is available to you. With the battery provided, minimum talk time is 1 hour and 33 minutes, maximum talk time 3 hours and 35 minutes. Minimum standby time is 32 hours, maximum 50 hours. With additional batteries, maximum talk time is 10 hours and 27 minutes and maximum standby time is 150 hours.

Ericsson has developed an all-new series of accessories to compliment the T28 WORLD. These accessories can best be described as “intelligent accessories” in that they provide more than the usually functions. The Desktop Charger, for instance, offers you detailed information about the amount of charging time left before your battery is fully charged.

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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