

## **Ericsson introduces T29 for the Asian markets**

**Today, Ericsson introduced its new T29 mobile phone intended for the Asian markets, initially Hong Kong, Taiwan, Indonesia, Singapore, Malaysia, Vietnam and the Philippines. T29 will be available in stores within a few weeks and it is packed with features designed to make life easier.**

The T29s features key Asian languages such as Bahasa Malayu, Bahasa Indonesia, Thai, Vietnamese, Tagalog as well as English. The T29sc offers a complete Chinese interface, which makes it possible for users to send, and receive, Chinese SMS messages and to store Chinese names in their phone book.

T29 has a new industrial design with deep-colored inlays, silver-toned and shine-through keys and slight wings on the active flip. It comes in two colors with different deep-colored inlays, Amethyst Purple and Sapphire Blue. At a weight of only 95g, including its slim battery, the T29 is compact and lightweight. The standby time is 150 hours and the talk time 7 hours.

The T29 is a high quality and high performance dual band phone that includes dozens of features. It handles SMS and group-SMS text messages and is equipped with four games, start-up shows, voice control, profiles, vibrating alert and a comprehensive phone book.

T29 includes a WAP browser (WAP 1.1), which gives the user access to the growing world of Mobile Internet, such as travel information, weather conditions, stock market reports, news, street guides, shopping services, horoscopes or reservations.

The new phone fits seamlessly with Ericsson accessories, including Bluetooth™ headset, FM radio, MP3, Chatboard, car holder and several handsfree solutions.

To view the new Ericsson T29, please visit  
[http://www.ericsson.com/press/phli\\_pcoph.shtml](http://www.ericsson.com/press/phli_pcoph.shtml)

*Ericsson is the leading communications supplier, combining innovation in mobility and Internet in creating the new era of mobile Internet. Ericsson provides total solutions covering everything from systems and applications to mobile phones and other communications tools. With more than 100,000 employees in 140 countries, Ericsson simplifies communications for customers all over the world.*

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### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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