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World première for sending hand-written messages by mobile phone

Vodafone in Sweden will be the first operator in the world to offer its customers the possibility of sending hand-written texts or sketches digitally via mobile phones as e-mail, SMS or faxes. The service is called Vodafone Notera and will be launched 22 April in association with Anoto, Sony Ericsson, Esselte and 3M.

Memos, letters, directions, phone numbers, declarations of love, indeed anything that people generally scribble down on paper, can now be sent digitally as e-mail, SMS or fax using the Vodafone Notera service.

"We are delighted to be able to launch Anoto's fantastic invention. Vodafone Notera is a pure GPRS service with tremendous potential, since it brings a whole new dimension to wireless communication. Basically, anyone who currently uses pen, paper and mobile phones or computers can use this service. There are also major development possibilities for the future," says Jon Risfelt, President and CEO of Vodafone in Sweden.

Pen and paper remain one of our most important tools in formulating ideas and thoughts. Using Vodafone Notera, Sony Ericsson's digital Chatpen and digital paper, it will be simple – not to mention fun – to share your thoughts and ideas with others anywhere, any time.

You simply use the digital pen to sketch or write on regular paper with a special pattern of dots. The pen uses the pattern to scan what you have written. All you have to do then is fill in the e-mail address, telephone or fax number on the paper, tick the box and the message will be sent to the correct address via your mobile phone.

Vodafone will initially be launching four basic Vodafone Notera services linked to Chatpen and the digital paper with Anoto functionality: Notera SMS, Notera E-mail, Notera Fax and Notera Notes, services that will allow users to send their hand-written messages via these channels and also store the messages in their own computers.

Requirements for using the Vodafone Notera services:

- A Vodafone subscription. Vodafone is the only operator currently offering these services. For Vodafone customers, Vodafone Notera is available as a supplementary service.
- A Sony Ericsson Chatpen. This is a digital pen with Anoto functionality that you use to write with and transfer the information to your mobile phone.
- A Sony Ericsson mobile phone with Bluetooth function. The phone receives the information from Chatpen and sends it on. The mobile phone models that support this technology are T68i, T68, T39 and R520.

- Paper with Anoto functionality, i.e. paper with the special pattern of dots. It comes in 2 different designs: Post-It format (for e-mail and graphic SMS) and notebook format (for e-mail and fax).

Subscriptions, Chatpens and digital paper will be available at all Vodafone stores. The services and products will be sold both in package form and separately. Digital paper with Anoto functionality will also be sold at a number of stores in Sweden that are part of the Svanströms office supplies chain.

Prices for Vodafone Notera services (including VAT):

Start-up package with Chatpen, charger and paper	Approx. SEK 2,900
Start-up package including SonyEricsson T68i (price depending on subscription form)	SEK 5,900 - 6,600
Connection fee for Vodafone Notera (connection free of charge until 31 May)	SEK 120
Monthly fee	SEK 49
Service fee for each SMS, fax or e-mail sent	SEK 2.45
Volume fee (traffic fee):	
E-mail or fax	SEK 0.05/kb
Graphic SMS to Vodafone customers	SEK 1.25 each
Graphic SMS to other operators' customers	SEK 3.70 each

Price examples (recommended price, service fee + volume fee) to send:

Short fax or short e-mail (Post-It, 10kb)	SEK 2.95 each
Fax or e-mail, approx. A5 (15 kb)	SEK 3.20 each
Graphic SMS to Vodafone customers	SEK 3.70 each

Press photos are available for publication free of charge and can be downloaded from

www.anotofunctionality.com

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Vodafone is the world's largest mobile network and is represented in 28 countries on 5 continents. It has more than 200 million mobile telecom users. Our services enhance the efficiency of companies' operations and make it simpler and more fun for people to communicate. Vodafone is represented in Sweden by Europolitan Holdings AB and its subsidiaries, Vodafone Sverige AB and Vodafone Stores AB. Europolitan Holdings AB is listed on Attract 40 on the Stockholm Stock Exchange's O list. The majority shareholder is Vodafone Group Plc, which owns 71 per cent of the shares, while private shareholders, investment companies and pension funds own the remaining 29 per cent. Read more at www.vodafone.se and www.vodafone.com.