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New Nokia 7650 camera telephone on offer now as part of Vodafone live!

Vodafone Sweden is now offering the Nokia 7650 camera telephone as part of Vodafone live!, the concept that has met with considerable success by offering mobile communication that is both simpler and more fun.

"We are delighted that the Nokia 7650 is now part of our Vodafone live! concept. The Nokia 7650 is a complete camera telephone that is fully capable of providing users with mobile experiences that include colour, sound and pictures, in line with our Vodafone live customer offering," says Göran Mannerstråle, Head of Consumer Affairs at Vodafone Sweden.

Vodafone live! enables users to take photos, send and receive colour pictures, play games, send e-mail, download polyphonic ringing signals, access breaking news and information in colour and pictures about sports and weather, as well as the best restaurants and what's on at the local cinema. And of course, they can also make and receive calls.

The concept is sold as a package that includes a camera telephone that is pre-programmed for all services and is ready to use as soon as the consumer leaves the store. The services are then easy to access directly on the mobile phone via Vodafone live!'s own user interface.

"Vodafone live! is a really exciting new area for Vodafone Sweden and an important step in the development of mobile telephony. The simplicity and customer benefits inherent in the concept are fully in line with Nokia's philosophy, and we hope to be able to offer additional camera telephones in the future as part of Vodafone live! " says Sara Kullgren, Managing Director of Nokia Mobile Phones in Scandinavia.

When purchasing a Nokia 7650 with a new subscription or prepaid card, the user automatically gains access to all the services included in Vodafone live!. This also applies to those who already have a Vodafone prepaid card or subscription, since they only need to buy the telephone to be able to access all Vodafone live! services. The Panasonic GD87 already on offer as part of Vodafone live! is due to be supplemented in 2003 with other phones supplied by a variety of mobile phone manufacturers.

Prices for the Nokia 7650 camera telephone

The recommended retail prices for the Nokia 7650 at Vodafone Stores are as follows:

SEK 2,395 with a 24-month "Easy Fritid" subscription, monthly fee SEK 200
SEK 4,545 with a 24-month "Easy Fritid" subscription, monthly fee SEK 100
SEK 5,995 without subscription

For more information, please contact:

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Europolitan Vodafone AB is listed on the Stockholm Stock Exchange O-list on Attract 40. The operations are conducted by Europolitan Vodafone AB and its subsidiaries, Vodafone Sverige AB and Vodafone Stores AB. The majority shareholder is Vodafone Group Plc, with 74.7 per cent of the shares, while private shareholders, investment companies and pension funds own the remaining 25.3 per cent. The Vodafone Group is the world's largest mobile network and is represented in 28 countries on five continents. It has over 270 million mobile telecoms users. Our services enhance the efficiency of companies' operations and make it simpler and more fun for people to communicate. For more information, please visit our web site at www.vodafone.se and www.vodafone.com

Nokia is the global mobile communication leader. Its experience and innovative abilities, together with its focus on user-friendliness and security, have made Nokia the world's leading supplier of mobile telephones and one of the leading suppliers of mobile, fixed and IP-based networks. By adding mobility to the Internet, Nokia is opening up new opportunities for companies and making everyday life easier for consumers. Nokia is listed on six stock markets and the company's shares are among the most widely owned in the world.