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## **Vodafone live! with Japanese Panasonic handset end Nokia's and Sony Ericsson's dominance**

**The Vodafone live! Panasonic GD87 telephone is the first Japanese mobile phone to make its way into Vodafone Sweden's Top 10 sales list since the latter was first introduced in May last year. The Panasonic GD87 was the fourth biggest seller in December 2002, bettered only by Sony Ericsson's successful T200 and Nokia's two best-sellers, the 3310 and 3410.**

"What this success story indicates to us is the fact that our customers appreciate the Vodafone live! concept, which includes the Panasonic GD87, and that there is a strong demand for mobile communication using pictures," says Tommy Sundström, who in addition to being Vodafone Sweden's Vice President is also in charge of Vodafone's store chain in Sweden." The Panasonic GD87's place on the list is remarkable not least because it has a built-in camera that puts it in a completely different price class from most other phones on the list."

"It is also noteworthy that Sony Ericsson's T200 model has kept its place at the top ahead of the Nokia 3310, which had previously occupied top slot for some time but now appears to have been forced more than temporarily to relinquish it to the T200," says Tommy Sundström.

### **Sales list, mobile phones, December 2002, Vodafone**

	<b>Brand</b>	<b>Model</b>	<b>Function</b>	<b>Price category</b>
1.	Sony Ericsson	T200	GPRS/EMS	Low
2.	Nokia	3310		Low
3.	Nokia	3410	WAP	Low
4.	Panasonic	GD87	Vodafone live!/GPRS/MMS	High
5.	Nokia	6310i	GPRS/Bluetooth	Medium
6.	Nokia	3510	GPRS/MMS	Low
7.	Nokia	5210	WAP	Low
8.	Sony Ericsson	T300	GPRS/MMS	Medium
9.	Sony Ericsson	T68i	GPRS/MMS/Bluetooth	High
10.	Nokia	6610	GPRS/MMS	High

\*Based on cost price of mobile phone.

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