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MMS dominates the Vodafone sales list

Five out of Vodafone's ten best-selling handsets in February have the capability to communicate via picture, text and audio messages, otherwise known as MMS.

"Communicating with the help of pictures adds a new dimension to mobile communication, and we have noted a steady increase in the interest shown in sending photos that allow others to share one's experiences, particularly since we launched our Vodafone live! campaign in early December. This interest is reflected throughout our sales, and a growing number of mobile phones are now being equipped with photo communication capabilities," says Tommy Sundström Vice President at Vodafone Sweden, who is in charge of Vodafone Sweden's chain of Swedish stores.

"Another thing that is clear is that mobile phones with GPRS functions now top the sales list. Both handsets at the top of the list support this technology, while as many as seven out of the ten phones on the list have GPRS functions. One of the main contributory factors to this trend is the wider range of services and concepts in the market requiring higher transfer speeds for optimal functioning," says Tommy Sundström.

Best-selling handsets in February 2003, Vodafone

Brand	Model	Function	Price level*
1. Sony Ericsson	T200	GPRS/EMS	Low
2. SonyEricsson	T68i	GPRS/MMS/Bluetooth	Medium
3. Nokia	3310		Low
4. Nokia	3510	GPRS/MMS	Low
5. Nokia	5210	WAP	Medium
6. Panasonic	GD87	GPRS/MMS	High
7. Nokia	6510	GPRS	Medium
8. Sony Ericsson	P800	GPRS/MMS/Bluetooth	High
9. Nokia	3410	WAP	Low
10. Nokia	6610	GPRS/MMS	Medium

*Based on the cost price of the phones.

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