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Success for Sony Ericsson V800

3G mobile phone straight to No. 1 at Vodafone Sweden's stores

There can be no doubt about the popularity of Sony Ericsson's new 3G mobile phone, the Sony Ericsson V800, which went straight to the top of November's sales list in Vodafone Sweden's stores.

"This is the first 3G handset to top our list and it does so with a vengeance. Despite only being available in stores since 10 November, it has outsold every other model this month. The Sony Ericsson V800 is specially adapted for our services and we have noticed that it is already helping to increase the use of 3G-enabled services such as downloading music, watching sports video clips and making videocalls," says Paul Moonga, Director of Consumer Market at Vodafone Sweden.

The Motorola V980 is another 3G mobile phone that made the list for November, coming in ninth place.

3G PC card takes up competition with mobile phones

This is also the first time that Vodafone's PC Card Vodafone Mobile Connect 3G makes the top ten in Vodafone Sweden's stores. The card, which allows users to connect up their laptops to Internet via the 3G network and surf and read e-mails from any location, is number eight on the list.

"This is a breakthrough that shows that more small business customers are discovering the advantages of working wirelessly via the 3G network," says Klas Wallström, Director of Business Market at Vodafone Sweden.

Sales list of mobile telephones, November 2004, Vodafone stores

Model	
1. Sony Ericsson V800 live!	3G mobile
2. Sony Ericsson Z600 live!	
3. Samsung E310 live!	
4. Sony Ericsson T610 live!	
5. Nokia 3510i	
6. Sony Ericsson K700i live!	
7. Nokia 3310	PC Card for 3G/GPRS
8. Vodafone Mobile Connect	
9. Motorola V980 live!	3G mobile
10. Sharp GX30 live!	

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