

# O2 doubles memory for XDA and launches Xmas promotion xda handheld now comes with 64MB RAM as standard with prices from £299

Submitted by: Midnight Communications

Tuesday, 5 November 2002

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O2 today announced a new version of its groundbreaking xda. From 15th November 2002, the xda will come with 64MB RAM of memory as standard - doubling the 32MB RAM of memory previously available.

To coincide with the launch of the new xda, O2 will be running a Christmas promotion. From 15th November 2002 until 31st December 2002, customers will be able to buy the xda at a reduced price of £299. For this price, customers simply commit to a 12-month voice calling plan and add a "data bundle" for data usage on the xda. This data bundle costs £12 per month which includes 5MB of free data.

Customers who prefer to pay for data as they use it can also take advantage of the £299 price tag. They simply choose a voice calling plan and pay for their data by the MB (£2.35 per MB for higher value voice calling plans or £5 per MB for basic voice calling plans).

Customers who already have a mobile phone voice calling plan with another UK network can purchase the xda for £399 by committing to a stand-alone data bundle of £15 per month which includes 5MB of free data. In this instance, the xda can still be used to make voice calls which are charges at a flat rate of 25 pence per minute.

Table of prices available on request

Xda - key features and benefits

- \* One integrated device rather than a separate pda and mobile phone.
- \* Unrestricted, colour access to the Internet - wherever you are.
- \* The ability to send, receive and manage email on the move.
- \* The ability to make and receive calls whilst online.
- \* 'Always on' functionality thanks to GPRS connection.
- \* Microsoft ®Windows ®Powered Pocket PC 2002, Phone Edition software including: Microsoft ® Outlook ®, Internet Explorer, Word, Excel, and MSN ®Messenger.
- \* A colour touch-sensitive screen for complete ease of use
- \* Internet browsing. Access to all web sites on the Internet.
- \* Dual-band with hands-free and speaker phone.

- \* Synchronisation via a USB connection and docking cradle.
- \* Access to unique content developed for the xda.
- \* Personal Information Management (contact lists, banking information, etc.).

#### About O2 UK

- \* The business operations of mmO2 plc are branded O2.
- \* O2 (UK) Ltd has nearly 11.2 million customers (end June 2002), of which 33% are contract and the remainder pre-pay. The proportion of service revenues generated by data usage has doubled in the last year, with 14.1% achieved for the three months to end June 2002. The number of SMS messages handled by O2 UK has more than doubled year on year to 3.9 billion.
- \* O2 UK's GSM network, including GPRS capability, covers over 99% of the population and approximately 90% of the UK by land area, and comprises over 9,000 base stations.
- \* O2 UK was the first mobile network in the world to have launched and rolled-out commercial GPRS services. Work is underway to develop its future 3G network capability, including a special agreement with T-Mobile for constructive infrastructure sharing for the roll-out of 3G coverage.
- \* The company has 211 O2 retail stores located across the UK, plus a 40% shareholding in The Link Stores Limited.
- \* International roaming agreements with 320 networks allow our customers to receive and make calls in 138 countries. Additionally, O2 customers are now able to roam with GPRS in 19 countries.
- \* O2 UK became the first UK mobile operator to achieve registration to BSEN: ISO 14001, the international environmental standard. The main theme of the standard is continual environmental improvement and endorses our commitment to the positive protection of the environment.

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