

Hyundai Mobile UK Confirms Launch of Mobile Phone Watch

Submitted by: MUSTARD PR

Monday, 9 March 2009

Following 'Significant' Interest at MWC, MB-910 to Launch Late 2nd Quarter '09

Oxford, 9 March 2009: Hyundai Mobile UK today announced that, following strong interest, its innovative watch phone will be available in the UK by the late-2nd quarter of this year. The MB-910 phone watch, which includes features such as a Bluetooth headset, email client, video playback, music player and touchscreen control, is already selling well in mainland Europe.

Hyundai Mobile UK expects the MB-910 to retail for a competitively priced: £200 SIM free.

The feature packed watch phone weighs just 58g and enables talk-time of up to three hours and up to an impressive 70 hours on standby. With a Bluetooth headset included in the price, the MB-910 enables users to talk hands-free (or directly to the phone the phone itself). This wristwatch-style mobile phone is Tri-Band enabling it to work internationally.

The Hyundai MB-910 wristwatch-style mobile is aimed at consumers who want the latest in technology at an affordable price, as director for Hyundai Mobile UK, Roland Prinz explains: "The Hyundai Mobile brand is about the latest cutting edge technology at a price point which is accessible to the masses. Already a hit in Europe, we have high hopes for the MB-910's entry to the UK market. We are delighted to confirm that we intend to make the MB-910 available in the UK and we will announce our specific plans shortly."

"The MB-910 is the perfect marriage between cool functionality and classic looks. At this year's Mobile World Congress it became something of a talking point and drew much attention to the Hyundai stand," said Graham Jelfs, head of marketing and communications for Hyundai Mobile UK. "For gadget lovers and mobile phone aficionados alike the MB-910 has the potential to become the ultimate, must-have accessory," he added.

Summary of feature set:

Band: Triband 900/1800/1900 MHz
Display: Type TFT Touch Display
Resolution 132 x 176 Pixel
Colour 65.000 Colours
Technology: GPRS Class 12
Browser: WAP 2.0
Connectivity: Bluetooth® 2.0 / USB Data Cable
Messaging: MMS / SMS
Ringtones: 64 Polyphonic
Battery : 400 mAh
Talking-Time: up to * 3 h
Standby-Time: up to * 70 h
Color: Silver

Dimensions: 58 x 44 x 16 mm
Weight : 58g (with Standard-Battery)

* Operation times may vary depending on radio access technology used, operator network configuration and usage.

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Further information.

Press contact for further information:

Andrew Durkin
MUSTARD PR
T: +44 (0) 1628 502 601
E: andrew@mustardpr.com
W: www.mustardpr.com

Company contact for further information:

Graham Jelfs
Hyundai Mobile UK
T: +44 (0) 844 57 66 8 44
E: gj@hyundaimobile.co.uk
W: www.hyundaimobile.co.uk