

Product Press Release

Enjoy ColourMANIA with ALCATEL mobile phones collection in 2009

TCT Mobile showcased its new handset collection and solutions from ALCATEL mobile phones today at the Mobile World Congress 2009. A combination of colourful designs, friendly features and sense of style has always been one of the highest priorities on every ALCATEL mobile phone. This year, the brand introduces a broad colour range into its new handset line-up to bring more colours and an abundance of options to users' lives.

With a full product portfolio of handsets focusing on stylish designs, the 2008 collection was well appreciated all over the world, bringing more choices to consumers and giving a strong and creative exposure to the ALCATEL brand. In 2009, ALCATEL mobile phones combine simplicity, chic appeal and colours into their trendy and affordable designs. The launch of the 2009 collection resonates well with the brand's four key essences: wide diversity of mobile solutions; full colour options; style at best value and high proximity to customers' needs.

In the past decade, ALCATEL mobile phones have proved itself a brand of best alternative to the top-list mainstream handsets in the market. It is also recognized as a provider of innovative and diversified mobile solutions, yet at competitive prices. For this year, ALCATEL mobile phones aim to give better support to end users and strengthen its offering of solutions by focusing on five key business units: GSM, CDMA, Data Cards, Value-Added Applications Centre (VAAC) and the Brand Design Lab.

These five business areas will drive the 2009 ALCATEL product strategy, taking users to the colourful world with value range of handsets.

For those price-conscious users, the entry-level series is ideal to start from. They exude a premium quality and appealing design for users, yet are easily attainable, with a multitude of choices in colours that are fun: OT-102, OT-103, OT-111, OT-202, OT-203 and OT-280.

ALCATEL

mobile phones

With another line-up of camera phones this year, ALCATEL mobile phones not only radiate with fun and style, but also exhibit the most pragmatic multimedia features. Capture those unforgettable moments in life and build your own collection with any of these models at attractive prices: OT-303, OT-363, OT-383, OT-600 and OT-660.

The Internet has become more mobile, and mobile Internet devices are increasingly popular among users. Yet, prices for these devices tend to put off the average consumers. This unprecedented range of ALCATEL mobile phones will give users easy access to the Internet world through attractive pricing, and with cheerful, fun colours that can satisfy any user's taste: OT-707, OT-767, OT-800, One Touch X060 and One Touch X200.

All the handsets and solutions from ALCATEL mobile phones are aimed at giving users a larger choice to colours, image capture and Internet access. Yet, each one of them is worth more than users wish to pay. Have a taste of the wonderful ColourMANIA world that ALCATEL mobile phones have committed to, and get excited by the range of choices and fashionable designs.

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