

ALCATEL

mobile phones

ALCATEL OT-280: Fresh, Stylish and Cool



Hong Kong, June 1st, 2009 - New launch in ALCATEL mobile phones range: the OT-280. With a slimline look and feel, the OT-280 is also trendy and eye-catching. It will appeal to teenagers and young people that want a new mobile for the summer as well as those looking for a reliable, stylish phone that's easy to use.

This latest offering from ALCATEL mobile phones is fresh, functional and colourful. Smooth to the touch; the OT-280 handset is framed by a glossy acid green surround which matches its navigation key. What's more, it's also robust and discreet. Its matt shell means it's scratch resistant and its small size – thanks to the compact slider – means you can take it with you no matter where you're going.

In terms of functions, the ALCATEL OT-280 offers users a colour screen, MMS function, WAP access, a memory of 800 contacts.

How the OT-280 can make your day

Liz, 14 years old

07h00: The alarm on my OT-280 is ringing, I have to get up. After I have listened to my voice messages and read my text messages sent by Jennifer last night, I get dressed in a hurry and rush off to class.

07h30: I find myself stuck in traffic. I have to wait at least 10 minutes before the bus gets on the move again. I use the WAP on my phone to check out the weather forecast and then to play my favourite games.

12h00: Lunch Time! I go shopping with my friends. Only one thing catches my eye: a gorgeous bag to match my phone, a mix of black and acid green. I just can't help it, I have to buy it! The best thing is it will go perfectly with my new shoes.

13h30: It's about time to go back to class. My telephone is ringing: new MMS. It's my best friend who is on holiday on some Pacific islands. She sends me a picture of herself on the beach. Never mind, after class we'll go to the beach with Simon and John!

16h30: End of French class and we ride our bikes straight to the beach.

21h00: Why is John not answering my SMS? Waiting for him to reply means I can't concentrate on the work I am doing on the computer. Trying out my new phone is helping to take my mind off it.

22h30: Last SMS before I switch off the lights. A good night's sleep is vital if I am going to be at my best for my exam tomorrow.

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SPECIFICATIONS:

General features

Size:	91x45x19mm
Weight:	88g
Standby time:	up to 400h
Talk time:	up to 8h
Battery:	650 mAh
Dual Band:	GSM 900/ DCS 1800

Screen

Size:	cSTN 65K colour screen
Resolution:	128 X 160 pixels

Multimedia

Sound:	64-tones polyphonic melodies
Messaging systems:	MMS 1.2 SMS Predictive Text input (T9)

Others:

GPRS Class 10, WAP 2.0

Phone directory (up to 800 entries), Hands free, 2 Games, Calculator, Date & Clock, Alarm clock with multiple ring tones, Agenda, Internal Memory (500k), USB slot for charge.

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Note to Editors

Embrace the ColourMANIA of ALCATEL mobile phones in 2009

This year, ALCATEL mobile phones will embrace the world of colours in every possible way, with a wide collection of mobile solutions and colourful handsets. There will be a strong focus on the range of innovative and intuitive handsets that are easy to use and flexible enough to fit with the lifestyles of all kinds of users not to mention offering the most unique designs at competitive prices. ALCATEL mobile phones have blended the essence of the “East-meets-West” philosophy harmoniously into its design and brand. In the year to come, this global brand will continue to reach out to the market with three new alluring line-ups.

Bringing COLOURS to the black-and-white world

Users are invited to choose from ALCATEL's large range of colours to find the perfect match to suit their mood, preferences and tastes. This new range of mobile phones represents great value for money, and combines premium quality with trendy designs. Go and check them out: OT-102, OT-103, OT-111, OT-202, OT-203 and OT-280.

Capturing the COLOURS of life

This highly attractive range of camera phones comes at equally appealing prices, helping users to capture their precious moments: OT-303, OT-363, OT-383, OT-600 and OT-660.

Accessing a COLOURFUL mobile Internet

These stylish handsets also enable users to gain easy access to the mobile Internet, social networks and messaging with the added benefit of unique colours and excellent value: OT-708, OT-800, One Touch X060 and One Touch X200.

Whatever your lifestyle or however you use your phone, the ALCATEL mobile phones 2009 portfolio will brighten your life with trend-setting style and genuine quality.

Live your own unique style with a new world of colours created by ALCATEL mobile phones exclusively for you.

About ALCATEL mobile phones by TCT Mobile

ALCATEL mobile phones are managed by TCT Mobile, who is part of TCL Communication listed on the Hong Kong Stock Exchange (HKSE: 2618).

TCT Mobile will further build on the objective of becoming a leading mobile phone manufacturer, offering the best alternative and multi-solutions for mobile phone users and operators. A focus will be placed on four areas of business: GSM, CDMA, Data Cards and the Brand Design Lab.

As an innovative mobile phone design house, TCT Mobile's mission is to provide the latest mobile designs and create the most enjoyable user experience for customers all over the world, as well as offering the best value for money. With the two distinctive brands of ALCATEL mobile phones and TCL, TCT Mobile is set to revolutionize the next generation of mobile phones with eye-catching, unique designs at competitive prices.

Adopt ALCATEL mobile phones' ColourMANIA into your life, and make it more different than ever in 2009.

www.alcatel-mobilephones.com