

30 January 2013

## **Vodafone UK launches its first '4G-ready' phone, the BlackBerry Z10**

- Coming to Vodafone UK: the first smartphone powered by BlackBerry 10
- BlackBerry Z10 just £29 on a £42 a month deal with unlimited calls, texts and loads of internet
- The first '4G-ready' phone from Vodafone UK

Vodafone UK is launching the BlackBerry® Z10, the first smartphone powered by the re-designed, re-engineered and re-invented BlackBerry® 10 platform and the first of Vodafone's '4G-ready' handsets. The new BlackBerry Z10 is the fastest and most advanced BlackBerry smartphone yet and offers customers a powerful new mobile computing experience.

The new BlackBerry Z10 will be available from January 31, in-store, online and through telesales. The smartphone is just £29 on the £42 a month Vodafone Red Data plan, which comes with unlimited calls and texts as well as 2GB of internet. It is free on the £47 a month variant of Vodafone Red Data and costs £69 on the Vodafone Red Plan, which offers unlimited calls, unlimited texts and 1GB of internet for £37 a month. All new and upgrading Vodafone pay monthly customers also get as much internet as they want, for whatever they want, for the first three months, with Vodafone Data Test Drive.

For small business customers, the BlackBerry Z10 is available free on Vodafone Red Business from £40.83 (ex VAT) per month. Vodafone Red Business gives business users the freedom to talk and text as much as they want, enjoy loads of internet and get a landline number on their mobile so they can answer any calls when out and about. For more information, visit

[www.vodafone.co.uk/redbusiness](http://www.vodafone.co.uk/redbusiness)

### **Vodafone UK**

Vodafone House, The Connection, Newbury, Berkshire RG14 2FN, England  
[www.vodafone.com](http://www.vodafone.com)

#### **Vodafone UK Media Relations**

Telephone: +44 (0) 1635 666777

# news release



Page 2 of 2

The BlackBerry Z10 smartphone is the first handset from Vodafone that is '4G-ready'. Getting one of our 4G-ready phones means a customer will be good to go as soon as Vodafone 4G arrives, bringing them ultra-fast internet and the best mobile video they've ever had from us. Once a customer has got their new phone, we'll let them know the moment Vodafone 4G is available in their area. Then we can talk about adding Vodafone 4G to their monthly plan. For more information, visit [vodafone.co.uk/4G-ready](http://vodafone.co.uk/4G-ready). We are planning to launch 4G services later this year and we intend to use a signal that travels further into a customer's home than any 4G signal that's available now.

Srini Gopalan, Consumer Director Vodafone UK said: *"We know there is strong support from both consumers and business customers for BlackBerry smartphones and it is encouraging to see RIM continuing to innovate. The new BlackBerry Z10 powered by BlackBerry 10, is an important addition to the smartphone market in the UK. It also marks the first handset in our new range of '4G-ready' devices. Anyone who buys one of our '4G-ready' phones will be good to go as soon as Vodafone 4G arrives."*

Carlo Chiarello, EVP, Global Smartphone Business at Research In Motion, commented: *"The BlackBerry Z10 smartphone delivers a powerful new platform for BlackBerry customers. Combined with the network and service plans from Vodafone UK, BlackBerry Z10 customers will be delighted with a re-invented communication experience, seamless multitasking, easy access to multiple social networks, and the peace of mind that BlackBerry security gives them."*

- ends -

BlackBerry, RIM, Research In Motion and related trademarks, names and logos are the property of Research In Motion Limited. RIM is not responsible for any third party products or services.

**For further information:**  
Vodafone UK Media Relations  
Telephone: 01635 666777