

# Welcome to Vodafone UK News.

## Its aim - to bring you the latest news from the Vodafone UK Corporate Communications team. This week...

### **Nokia X6 Launches for Vodafone UK Customers**

The Nokia X6 is now available to buy from Vodafone UK.

Simple, smart and fun, the Nokia X6 has a big, bright 3.2 inch touchscreen that's perfect for playing games, browsing the web and viewing multimedia content, including the third series of Gavin & Stacey, which is pre-loaded onto the handset exclusively for Vodafone UK customers. The huge screen also displays stunning images taken with the X6's five megapixel camera. The high quality Carl Zeiss lens produces super sharp pictures, and the dual LED flash is perfect for those night time shots. The Nokia X6's built-in DJ chooses the music for your mood from a massive 16GB of storage - that's up to 7000 songs – and the standard headphone socket means you can use your favourite pair of earphones. The device is pre-loaded with the Vodafone 360 Homescreen, giving customers access to Vodafone My Web, VIP contacts and the 360 Apps & Games Shop. On top of that, customers can access the Vodafone Music service to buy and download DRM-free tracks from a catalogue of more than 2 million songs. The Nokia X6 is available for free on monthly contracts from £30 (24 month contract), with 600 minutes, unlimited texts and 500 MB of mobile internet.

The device is the latest addition to Vodafone UK's comprehensive smartphone range, giving customers the choice of the latest and greatest handsets on the network built for smartphones.

Pre-order the Nokia X6 mobile phone now at: <http://shop.vodafone.co.uk/shop/mobile-phone/nokia-x6>

### **Foursquare checks in with Vodafone UK customers**

Vodafone UK customers can now "check-in" to Foursquare, one of the hottest social networking phenomenon, on their mobile phones.

Vodafone UK customers can now access Foursquare's new mobile website on any mobile internet enabled handset directly through the Vodafone MyWeb or Vodafone live! on older phones. They can also text "FOURSQUARE" to 97886 to receive a link to the mobile site.

Foursquare apps are also available for the iPhone, BlackBerry and Android devices. When using Foursquare standard data charges apply. To see how you can access and use Foursquare from any mobile internet enabled phone go here.

Foursquare is a social network that enables people to connect and share information about their favourite places based on their location. Points and badges are awarded for "checking in" at venues, allowing users to compete on a leaderboard against their friends. The user that checks in the most times to a venue becomes its "Mayor" and remains in that position until they're ousted by a rival.

Users can create a "To Do" list for their private use and add tips to venues that other users can read, which serve as suggestions for things to do, see or eat at the location – which is great for people visiting a new place for the first time.

Users can opt-in to receive real-time updates to keep abreast of what their Foursquare friends are up to. It's also possible for customers to synch Foursquare with Twitter and Facebook to post location-based updates to their other friends.

More information on Foursquare available at: [foursquare.com](http://foursquare.com)

### **Vodafone's unified communications solution wins at European IT Excellence Awards 2010**

Vodafone UK have announced it has won 'The European Unified Communications Solution of the Year' title at this year's European IT Excellence Awards, held in London late last week.

Vodafone was presented with the award for its unified communications solution for Carole Nash Insurance. By radically overhauling the motorcycle insurance specialists' call centre operations, Vodafone's solution has improved customer service, productivity and efficiency. As a result, Carole Nash has seen a 50% increase in outbound calls to support marketing efforts and a 57% increase in first time call resolution.

This latest accolade follows Vodafone's win at the Comms National Awards late last year, where it scooped the Contact Centre Solution of the Year title for the Carole Nash contact centre solution.

For further information on Vodafone's unified communications solutions, visit [vodafone.co.uk/builtraoundyou](http://vodafone.co.uk/builtraoundyou)



### **Vodafone World of Difference UK – meet the winners**

The Vodafone World of Difference programme is giving 500 people from across the UK the opportunity to work for a charity they are passionate about. The programme was open to both the general public and Vodafone employees. Through the scheme, the Vodafone Foundation will donate £2,500 to the charity. In addition, Vodafone UK will donate a new mobile phone with pre-paid credit so that winners can capture their experiences and share them on [vodafone.co.uk/worldofdifference](http://vodafone.co.uk/worldofdifference) to inspire others.

Thomas Day is spending his placement working with the Lancashire Wildlife Trust and has been getting muddy on the community allotment with the help of some other dedicated volunteers. To see the fruits of their labours check out his blog.  
<http://worldofdifference.vodafone.co.uk/uk/thomas-day/>

Nathaniel Bye has been working with Show Racism the Red Card for his placement and has been involved in a number of activities, including running school workshops and organising an event with Middlesbrough FC. Nathaniel's latest project is organising stand up gigs to raise awareness for the charity, so check out his blog to find out where your nearest one is being held.  
<http://worldofdifference.vodafone.co.uk/uk/nathaniel-bye/>

Janet Mayor has been working with the Retired Greyhound Trust, helping to re-home old racers and fundraising for new equipment. Take a look at her blog to find out how the retired greyhounds are helping in the community too!  
<http://worldofdifference.vodafone.co.uk/uk/janet-mayor/>