

**Embargoed until 00:01 Monday 14 April 2014**

## **VODAFONE CALLS FOR GREATER FOCUS ON HOW MOBILE CAN HELP TACKLE THE DIGITAL DIVIDE**

- Vodafone UK signs up to Government's Digital Inclusion Charter and welcomes the recognition by Government that the mobile internet can play an important role in tackling the digital divide
- Welcomes Government's Digital Inclusion strategy and looks forward to working closely with the Government to build on opportunities to broaden inclusivity using smartphones
- Announces launch of Smartphone Guide to help customers get the most out of the latest technology safely and effectively
- Announces a commitment to offer a range of good value smartphones to ensure access to internet is even more accessible

Vodafone UK has signed up to the Government's Digital Inclusion Charter which has been launched today by the Government Digital Service. We welcome the recognition by Government that there is more the industry, in partnership with Government, can do to use the demand for smartphones to deliver higher internet adoption amongst the 11 million UK citizens who aren't yet online.

Vodafone UK welcomes the publication of the Charter, which aims to engage with and motivate those people across the UK who lack the basic digital skills and capabilities required to get online. With the majority of households now having at least one smartphone or tablet, Vodafone believes mobile technology is already making the internet more accessible for millions of people and making a significant impact in tackling exclusion. Vodafone looks forward to working with the Government Digital Service, Go ON UK and other connected organisations to ensure smartphones, tablets and other devices are at the centre of this inclusion revolution.

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# news release



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As part of its commitment to encourage great inclusion Vodafone will this week be ensuring its new Smartphone Guide will be available in its 360 stores nationwide and online. The Guide is specifically targeted at those who are new to or are investigating smartphones and helps them to better understand a range of issues which can alienate novices: key features; tips on security; a list of the most frequently used terms; what a data allowance really means, and some useful apps for everyday life. The company is also committed to provide a range of entry level Vodafone smartphones which will bring the mobile internet to a wide range of customers.

**Jeroen Hoencamp, Chief Executive Officer, Vodafone UK, commented:** *"The digital world can seem quite daunting to those who don't use it on a regular basis. We are delighted to see the Government is taking this issue seriously and is obviously committed to broadening digital inclusion. We look forward to working with them and other connected organisations to demonstrate the benefits of mobile in tackling this issue in terms of ease, cost and availability."*

## **For further information, please contact**

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## **Notes to editors**

### **About Vodafone**

Vodafone is one of the world's largest mobile communications companies by revenue with approximately 419 million customers in its controlled and jointly controlled markets as of 31 December 2013. Vodafone has equity interests in telecommunications operations in nearly 30 countries and around 50 partner networks worldwide. For more information, please visit: [www.vodafone.com](http://www.vodafone.com)