



13 May 2016

## **VODAFONE LAUNCHES THE SMART PRIME 7– EXCEPTIONAL PERFORMANCE FOR INCREDIBLY GOOD VALUE!**

Bringing you a stylish and super-slim smartphone for a ground-breaking price – the Vodafone Smart prime 7 (£75 pay as you go) is simple, easy-to-use and full of all the features you want from your mobile phone!

The Vodafone Smart prime 7 is ideal for those who want quick and easy access to their social media channels, emails or apps. It's also the perfect choice for selfie addicts who'll love the enhanced 5MP front facing camera, equipped with a two-finger shutter trigger for even better and sharper selfies.

What's more, the high definition 5 inch screen offers sharp and vibrant colours, so you can stream your favourite TV series or browse your photo albums with first class clarity.

Running on Android 6.0 Marshmallow, the Vodafone Smart prime 7 is supported by a long lasting battery – thanks to the Google Doze feature – and ample memory for all your music, videos and apps so you'll have peace of mind knowing your smartphone will last you through the day.

Pay as you go customers can enjoy the new Vodafone Smart prime 7 on Vodafone's ultrafast 4G network from as little as **£16** per month, which includes unlimited texts, 250 minutes and 250MB of data to use within the UK. Alternatively, customers who opt for a Red 1GB Bundle will receive unlimited UK texts, unlimited UK minutes, 1GB UK data and 500MB of inclusive roaming data for **£24** per month.

Launching alongside the Smart prime 7 is the NEW Vodafone Smart first 7 – an easy-to-use and affordable handset that also looks good for just **£25** Pay as you go. With a highly responsive 3.5 inch touchscreen, a 2MP camera and a speedy Android 5.1 operating system, it's perfect for first time smartphone users and brings you all the advantages of an Android smartphone – for a fraction of the price.

Plus, Vodafone are offering all new and upgrading mobile customers a [30 Day Network Guarantee](#) – giving them the freedom to experience the strength and quality of Vodafone's network for 30 days before they fully commit!

### **Vodafone UK**

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# news release



Both devices will be available on Vodafone's ultrafast 4G network, which now extends to 839 larger cities, towns and districts as well as thousands of smaller communities across the UK.

The Vodafone Smart prime 7 is available in either Graphite Black or Boron White, and the Vodafone Smart first 7 is available in Volcano Black and will be launching in Tech White towards the end of May – for further details please visit the [Vodafone online shop](#).

**For more information please contact:**

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