



19 June 2015

## Ultra Smart

### Vodafone launches the Smart ultra 6 – the NEW ultra-affordable, ultra-fast and ultra-powerful 4G smartphone

The 8<sup>th</sup> generation of the Vodafone Smart series has landed - the NEW Vodafone Smart ultra 6 - bringing you a flagship 4G device with top-quality features at an unbeatable price of just on **£125** Pay as you go and available for free on a Vodafone Pay monthly bundle from **£17 per month**.

The Vodafone Smart ultra 6 offers everything from a stunning 5.5 inch full HD display and a speedy top of the range Snapdragon 615 Octa core processor to a premium 13MP rear-facing camera and a 5MP front facing 'selfie cam'.

Fully equipped with a 3000 mAh battery which can last up to two days without charging – you won't be caught short when you're out and about. What's more, the Vodafone Smart ultra 6 also runs on the latest Android 5.0 Lollipop OS, giving you access to all of the apps on the Google Play store. There's even a handy 'Flipboard' feature which means you can access all your favourite apps more quickly and easily than ever before, with just a single swipe!

Pay as you go customers can enjoy Vodafone's ultrafast 4G network on the new Vodafone Smart ultra 6 with a Big Value Bundle from as little as £20 – giving you loads of 4G data, at least 500 UK minutes and unlimited UK texts. What's more, customers who opt for a £30 or £40 Big Value Bundle will also receive free access to a choice of Spotify Premium, Sky Sports Mobile TV or a NOW TV Entertainment Pass as part of Vodafone's Ultimate Entertainment Package.

**Dee Kaul, Director - Terminals UK and Ireland said:** "We've sold over 70 million Vodafone branded devices across the world since we started offering them in 2006. They've proved a huge success and I expect the Smart Ultra 6 will be another great addition. This is the most premium 4G device we've launched and one

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# news release



that I think customers will be very excited about due to its strong feature set, competitive price point and great design, it looks fantastic!

In this device we're taking specifications such as a 5.5" Full HD screen, 13MP camera, great battery life and powerful processor whilst making it affordable and accessible to all our Consumer and Enterprise customers. I look forward to us continuing the great success we've had with our own branded handsets and ensuring that from our entry Vodafone Branded Device, the Smart first 6, to our flagship Smart ultra 6 we offer our customers a 4G device that fits their needs."

Vodafone has expanded its ultrafast 4G coverage to 555 larger cities, towns and districts as well as thousands of smaller communities across the UK. For more information on our 4G coverage visit [www.vodafone.co.uk/4G](http://www.vodafone.co.uk/4G)

The Vodafone Smart ultra 6 is available now to both Consumer and Business customers in Anthracite, the Silver variant will be launching in July – for further details please visit [www.vodafone.co.uk](http://www.vodafone.co.uk)

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