

**EMBARGOED 3.30pm Tuesday 23<sup>rd</sup> September**

## **T-Mobile Unveils the ‘T-Mobile G1’ with Google – the First Phone to run on Android**

*Exclusive T-Mobile G1 allows users to customise their phone with innovative applications*

**NEW YORK, 23<sup>rd</sup> September**– T-Mobile today unveiled the highly anticipated T-Mobile G1 – the first phone to run on Android, the innovative open source mobile phone software platform. The Android Market allows users of the T-Mobile G1 to choose from a variety of applications in order to tailor their phone to suit their lifestyle. The T-Mobile G1 will be available exclusively from T-Mobile in the UK before Christmas this year.

The T-Mobile G1 has full touch-screen functionality and a QWERTY keyboard, which makes navigating the different functions of the device easy. It’s perfect for whatever communication users prefer, whether it’s calling, texting, email, or having instant messenger conversations. It’s also optimised for accessing the internet on your phone, so users can keep up-to-date with social networking sites such as Facebook, search for locations on Google Maps, or upload photographs to image-sharing websites.

The T-Mobile G1 is also the first phone to provide access to Android Market, where customers can find and download unique applications to expand and further customise their phone to fit their lifestyle.

T-Mobile customers can ensure they are kept up to date with the T-Mobile G1 by registering their details at [www.t-mobile.co.uk/tmobileg1](http://www.t-mobile.co.uk/tmobileg1).

Jim Hyde, Chief Executive, T-Mobile UK said: “The T-Mobile G1 is the first device to run on the Android platform, giving customers unprecedented ability to make their mobile work just the way they want. Today, we increasingly use many different ways to keep in touch – from simple calls and email, to instant messaging and status updates on social networks. The T-Mobile G1 is a unique mobile, designed with the new possibilities of online communication in mind.



“Customers can tailor their phones with access to a variety of innovative applications. We’re thrilled to offer this exciting breakthrough that gives people unlimited freedom to communicate the way they want to – it will change the way we use our mobiles.”

The T-Mobile G1 is the first phone to offer access to Android Market, which is anticipated over time to host hundreds of unique applications and mash-ups of existing and new services from developers around the world. With just a couple of short clicks, customers can find and download a wide range of innovative software applications – from games to social networking and on-the-go shopping – to customise their phone and enhance their mobile lifestyle. A selection of unique, first-of-a-kind Android applications will be available for download on Android Market when the phone launches.

The T-Mobile G1 delivers a premium, easy-to-use device that combines communication with internet on your phone. T-Mobile and Google teamed up with manufacturer HTC to integrate the phone’s form and function. The T-Mobile G1’s vibrant, high quality screen slides open to reveal a full QWERTY keyboard, great for communicating with friends online or using the phone’s email, IM and mobile messaging capabilities. As another option for accessing the device, the T-Mobile G1 comes equipped with a convenient trackball for more precise, one-handed navigation.

With one-click contextual search, T-Mobile G1 customers can instantly search for relevant information with the touch of a finger. A full HTML internet browser allows users to see any website the way it was designed to be seen, and then easily zoom in to expand any section by simply tapping on the screen. With built-in support for T-Mobile’s 3G (HSDPA) network as well as Wi-Fi, the T-Mobile G1 automatically connects to the best available high-speed data connection for surfing the internet and downloading information quickly and effortlessly. The T-Mobile G1 will seamlessly transfer between 3G and accessible Wi-Fi networks.

With Google Maps, Google’s groundbreaking maps service, T-Mobile G1 users can instantly view maps, satellite imagery, find local businesses and get driving directions, all from the phone’s easy-to-use touch interface.

The T-Mobile G1 also features a rich HTML email client, which seamlessly syncs your email, calendar and contacts from Gmail as well as most other POP3 or IMAP mail services. The T-Mobile G1 is a fully multi-tasking device, so users can surf the internet whilst their emails are being downloaded. Combined with support for instant messaging provided by Google Talk, as well as high



speed internet browsing and a 3-megapixel camera with photo-sharing capabilities, the T-Mobile G1 is ideal for balancing a busy lifestyle, whether sharing pictures, checking the latest sports scores or accessing social networking sites.

Customers can use the T-Mobile G1's 3G and Wi-Fi connection to upload and post pictures to their personal blog or download music and videos from their favorite web sites. Built-in support for YouTube allows customers to enjoy YouTube's originally-created content, easily navigate through YouTube's familiar video browsing categories or search for specific videos.

The T-Mobile G1 will be available for free on price plans from £40 a month, which will include unlimited mobile internet browsing\*.

## **Ends**

### **Note to Editors:**

\* Price plans to be confirmed.

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### **About T-Mobile UK**

T-Mobile is one of the world's largest mobile operators with more than 123 million customers worldwide and is the service provider of choice for 16.8 million customers in the UK, making it one of the largest networks. T-Mobile has a range of innovative products and services, such as Solo, the SIM only option offering market-leading minutes and texts (at £30 per month) on a 30-day rolling contract; Combi, our best package deal; Flexi, a unique tariff with a flexible allowance; UFix, a tariff that combines pay-as-you-go and a minimum term contract, and web'n'walk, which enables customers to surf the internet on the move. Competitive high-speed Mobile Broadband tariffs include access to the largest worldwide Wi-Fi network, with more than 1,000 HotSpots in convenient locations in the UK and 27,000 worldwide. Network coverage is among the best in the UK at over 99 per cent of the UK population. T-Mobile operates an advanced 3G HSDPA-enabled network capable of supporting effective mobile broadband speeds of up to 4.5Mbps and is the first UK operator to provide a nationwide HSUPA capability for faster uploads.



For more information about T-Mobile UK, please visit [www.t-mobile.co.uk](http://www.t-mobile.co.uk)

### **About Google Inc.**

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, please visit <http://www.google.com>.