

## T-Mobile G1 Sales to Hit 100,000 as New Features Launch

Operator also confirms a second T-Mobile Android phone will be unveiled later this year

**London, 28 April 2009:** T-Mobile today announced that UK sales of the T-Mobile G1 with Google, the first phone to run on the Android mobile software platform, are set to reach 100,000 in just six months since launch. The mobile operator also confirmed that it will launch its second Android-based device later this year.

The news comes as the groundbreaking phone is about to receive a raft of brand new features, including a touch-screen keyboard and video record and playback, which will be available in May thanks to the comprehensive Android 1.5 update.

Since it launched in October 2008, the T-Mobile G1 has proved a hit with UK consumers, outstripping sales of all other T-Mobile handsets with sales rapidly approaching 100,000 units. G1 owners have praised its slide-out QWERTY keyboard and the ability to switch easily between functions like text, email, instant messaging or social networking. Customers have also commended the G1's high-speed data connection and full internet browser which makes the most of T-Mobile's award-winning 3G Broadband network. In fact, recent independent research shows that 90% of G1 owners are extremely satisfied with the device and the value they get with their price plan and would recommend the G1 to a friend.<sup>1</sup>

The T-Mobile G1 is available for free from just £30 per month and includes unlimited\* internet browsing on all 12 and 18 month contracts.

The T-Mobile G1 is set to get even better in May when all new and existing G1 owners will receive the 'Cupcake' update over the air. This is made possible by the G1's Android operating system, which means that customers receive updates whenever new features become available, so that their phone is always running on the latest software.

Another new feature is the touch-screen keyboard, giving T-Mobile G1 owners a choice between the touch-screen keyboard for writing short bursts of text such as Twitter updates and the slide-out QWERTY keyboard for writing longer messages such as emails.

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<sup>1</sup> Customer satisfaction results from research conducted by Simpson Carpenter, 1<sup>st</sup> April 2009

The software update allows G1 owners to use the 3.2 megapixel camera to film videos and upload them straight to YouTube™, as well as uploading photos straight to their personal Picasa Web Album™.

There are numerous other new features and improvements with the new update, including new widgets for the calendar and the music player, alongside new zoom functions on the G1's camera and improvements to the e-mail client and the web browser.

Richard Warmesley, Head of Internet and Entertainment, T-Mobile, said: "Sales of the T-Mobile G1 have exceeded our expectations – we are very excited to hit the milestone of 100,000 units sold in just over six months. Our customer research has shown us that nine out of ten G1 users would recommend it to a friend and this is down to the great user experience, web browsing via T-Mobile's award winning Broadband network, the value a customer receives on our 18 month price plans, and G1 features such as the slide-out QWERTY keyboard."

Richard continued: "We're committed to delivering a market leading internet service, and are excited that with the G1 and Android Market™ customers can tailor that experience to make it more relevant to how they want to use their phone. We're looking forward to launching another groundbreaking phone on Android later this year."

The T-Mobile G1 complete with the new features is available for free on T-Mobile Combi and Flex price plans. The most popular price plan is Combi30, including 700 minutes unlimited texts, and unlimited high speed internet powered by T-Mobile's award-winning broadband network all for just £35 per month.

**End**

**Vital statistics: New features of T-Mobile G1**

- New touch-screen keypad
- Full video record and playback in MPEG-4 & 3GP formats
- Direct uploading of video to YouTube
- Copy and paste within browser
- View Google Talk™ friends' status in Contacts, SMS, MMS, Google Mail™, and Email applications
- Animated window transitions

- Accelerometer based application rotations
- Faster camera start-up and image capturing
- Direct upload of photo to Picasa
- Faster acquisition of GPS location
- More home screen widgets
- Stereo Bluetooth support of both A2DP & AVCRP profiles plus auto-pairing
- Faster browser with updated Webkit & Javascript engine
- In-page search function
- User interface refinements to key tools including
  - Google Mail
  - Email
  - Browser
  - SMS & MMS
  - Contacts, call logs and favourites
  - Camera & gallery
  - Calendar
  - Applications management

#### **Vital Statistics: Existing features of the T-Mobile G1**

- Available in two colours – black and white
- GPS and compass
- Rich HTML email client which seamlessly syncs email with POP3 or IMAP services
- 3.5G (HSDPA/HSUPA) and Wi-Fi connectivity
- 3 Mega pixel camera
- MP3 music player
- Pre-installed 2 GB Micro SD memory card (Device supports up to an 16 GB card)
- Bluetooth-enabled
- Up to 130 hours standby and up to 5 hours talk time
- Dimensions: 117.7 x 55.7 x 26.5 mm
- Weight: 158g

#### **G1 customer satisfaction:**

When asked about their reasons for choosing the T-Mobile G1, 75% of G1 owners said that the value delivered by T-Mobile's price plans was important in their decision to buy the G1, whilst 52% named the fact that the device came free with the T-Mobile contract.<sup>2</sup>

#### **T-Mobile G1 Price Plans**

- Flex: get the T-Mobile G1 free on Flex with web'n'walk Plus for just £30 per month including unlimited\* mobile internet browsing and up to 700 minutes or up to 1,400 texts or any mix of the two
- Combi: get the T-Mobile G1 free on Combi with web'n'walk Plus for just £35 per month including unlimited\* mobile internet browsing, up to 700 minutes, and unlimited texts. And for a limited time, get 33% off Combi for the first 3 months, so you pay just £25.10 for the first 3 months (£35 per month thereafter).

\* Terms and conditions apply

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<sup>2</sup> Customer satisfaction results from research conducted by Simpson Carpenter, 1<sup>st</sup> April 2009

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## About T-Mobile UK

T-Mobile is one of the world's largest mobile operators with more than 125 million customers worldwide and is the service provider of choice for 16.7 million customers in the UK, making it one of the largest networks. T-Mobile offers a range of innovative products and services, such as Solo, the SIM-only plan offering market-leading minutes and added value of unlimited texts on top from £15 per month on a 30-day rolling contract; Combi, a traditional minutes and text package, and Flexi, the UK's first flexible tariff that now includes selected 08 numbers and 50 of the most popular international calling destinations in an allowance customers can choose to spend between calls, texts and MMS. High-speed internet access on the move is available through the award-winning Mobile Broadband service. T-Mobile continues to innovate with new devices such as the UK's first Android™-based smart phone, the T-Mobile G1. More than 1,000 applications are available through Android Market™, giving customers unrivalled scope for customising their phones to their lifestyles. 2G 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 was the first UK operator to provide a nationwide HSUPA capability for faster uploads. As a pioneer of deep network sharing in the UK, T-Mobile plans to deliver close to complete population coverage for 3G services in 2010.