



mPower TxT

SCH-M369



Samsung launches its latest HSIA handset

Mpower Txt



CDMA 1X,EvDo Rel. 0 800Mhz ; 2.2" TFT-QVGA LCD (262K Color) ; Live TV(Embedded Mobi TV)
QWERTY Keypad, One touch access to Text Services-IM/SNS/SMS/Email(Active Sync), Live TV,
3G Wireless Modem(Upto 2.4Mbps),2MP Camera, Speaker, MP3 with Micro-SD,3.5mm jack,

EXCITING VOICE & FREE DATA OFFER FROM
TATA PHOTON+ MOBILE



UNLIMITED ACCESS TO G-TALK FOR 1 YR
ABSOLUTELY FREE!!



Free usage of Gtalk till 31st Oct 2011. T &C Apply

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Product Concept:



Product Concept

3G enabled QWERTY Phone with Live TV.



Sales Points

**QWERTY Keypad, One touch access to Text Services-
IM/SNS/SMS/Email(Active Sync), Live TV, 3G
Wireless Modem(Upto 2.4Mbps),2MP Camera,
Speaker, MP3 with Micro-SD,3.5mm jack,**

- CDMA 1X,EvDo Rel. 0 800Mhz
- 2.2" TFT-QVGA LCD (262K Color)
- Live TV(Embedded Mobi TV)
- 2MP Camera with Video Rec.
- Brew 3.1.5, E-Mail(Active Sync)
- Full Browsing/Music Library/Doc Viewer.
- 3.5mm jack.
- BT v2.0 / USB v2.0.
- SMS – 1000, Phonebook - 2000

- **QWERTY Input**
- **One touch Access to**
 - IM(Palringo-G-talk) & SNS(FB/My space)
 - SMS & Email.
- 3GWireless Modem (DL Speeds of Upto 2.4 Mbps)
- User Memory: 104MB(expandable up to 16GB)
- Advanced Mobile Tracker, SOS Message
- 9 Regional Languages
- Dimension 112x60.95x11.96 mm

Needs and Target Customer:

“Consumer Needs”

- Need a phone which provides a platform to connect or express for efficiency or leisure.
- Need a phone which provides easy text input.
- Need a fashionable phone which is a style icon.



Next is Texting



“Affluent Consumers who seeks Stylish Multimedia Phone for Social Networking”

- 25-35s, Male & Female.
- Early Adopters, Trend Setters & Professionals.
- Heavy Texters(active in Social Networking)-Rich students,BPO / Tech sector employees, Entrepreneurs ,Marketing professionals.

Target Customer : Where/Who/Why

	Outdoor	Indoor
Non Professionals	<ul style="list-style-type: none"> • Bloggers who are active on Social Networking community & are heavy texters/bloggers can upload pics/concerns/status updates with easy QWERTY input. • Students with spare time who have need to keep in touch constantly & use the IM service . 	<ul style="list-style-type: none"> • Youngsters partying & willing to upload pics on SN sites. • Rich socialites who are engaging in image forming activities have a compelling need to share their life, upload pics/blogs etc. • Both categories have an inherent need of being accessible ONLINE.
Professionals	<ul style="list-style-type: none"> • A professional who spends considerable time travelling & has imperative need for information/ email for efficiency. • Or a professional, who has spare time & needs some entertainment in his spare/travel time. 	<ul style="list-style-type: none"> • A BPO representative who spends a considerable time on calls and with inherent need to connect with his world thru social networking. She/he also wants to make a distinct statement of possessing a trendy 3G QWERTY form factor- which can do more.

Target Customer : How they look

Outdoor

Indoor

Non Professionals



Professionals



Product Overview:

Next is MPOWERED Txt

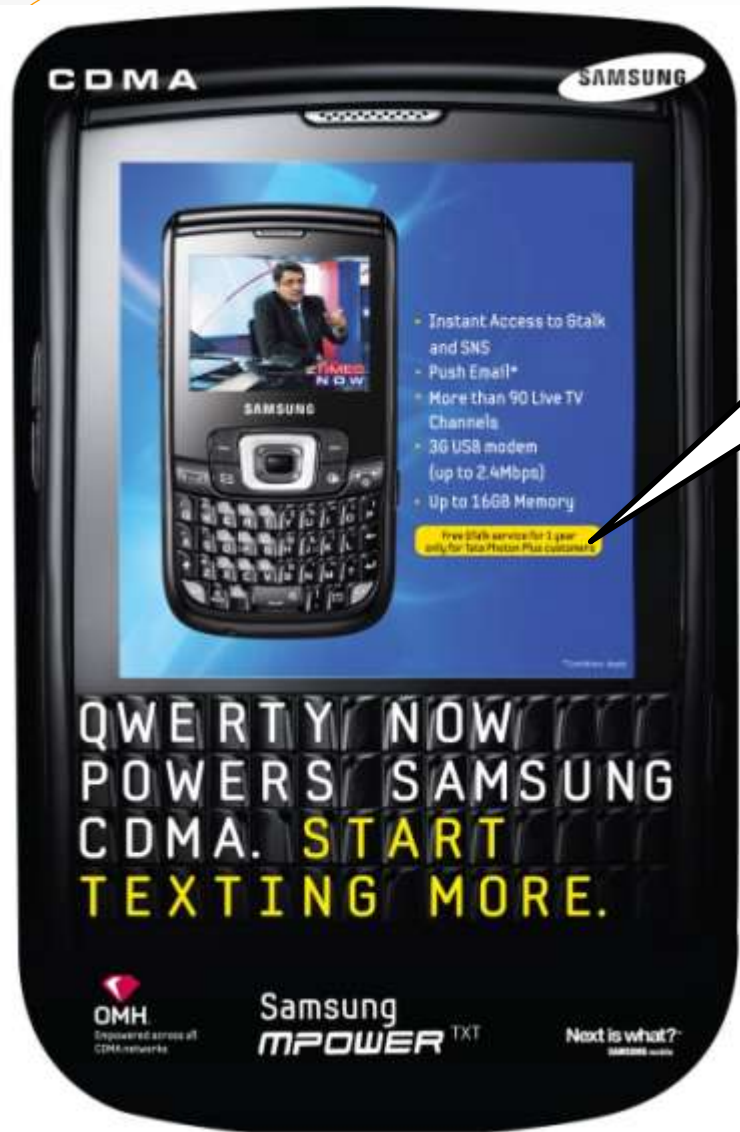


SCH-M369

- CDMA 1X : 800MHz;3G Bearer: EvDo Rel 0.
- OMH(Freedom to choose any CDMA operator)
- 2 Mega Pixel Camera.
- LCD : 262,000 colors, 2.2", TFT ,320x240 QVGA
- QWERTY Keypad.
- One touch access to IM(Palringo-G Talk,) & SNS(Myspace/FB)
- Mobile TV(MobiTV application embedded).
- MPEG4 /MP3/AAC+/eAAC/AAC player.
- 3.5mm Ear Jack.
- Email(Active Sync), Doc Viewer (notepad), Web Browser, Brew.
- 3G Wireless Modem access up to 2.4 Mbps.
- 72 Poly / MP3 Ring tones.
- Micro SD card support up to 16GB.
- Bluetooth V2.0 / USB 2.0.
- 2000 phone book contacts + SIM contacts/1000 SMS storage
- Video Recording & MMS support.
- Voice Memo up to 60 min per clip/In Call voice recording
- Advanced Mobile Tracker and SOS Message
- USB Charging through data cable.
- FM recording in MP3 Format on Micro SD Card.

Operator Offer : TATA

Free Gtalk for 1 Yr for Tata Photon Plus mobile customers.



Operator	TATA	
Service Type	Postpaid	Prepaid
Customer Type	New+Upgrade	New+Upgrade
Gtalk	Free for 1 Yr	Free for 1 Yr
Calls	500 Local On net Mins	500 Local On net Mins
Data	30Gb worth Rs 15,000/-	10Gb worth Rs 5,000/-
Others	Rs 100 Worth RTs, Wallpapers	Rs 100 Worth RTs, Wallpapers

Voice+ Data+VAS Worth Rs 15,250 FREE.

Voice+ Data+VAS Worth Rs 5,400 FREE.

Product Features:

Instant Messaging



- mPOwer TXT has a resident IM client namely Palringo.
- You can use your Gtalk ID for logging and chatting on the portal.
- TATA Indicom is offering 12 Months FREE ACCESS to G Talk for consumer.(offer will be credited by back end thru ESN tracking).**

Product Features:

Social networking



Now your favorite services will be one touch away from you on Mpower TXT.

You will find all your favorite applications like Facebook, YouTube, Gmail, My space, Twitter, Orkut and Picassa.



Product Features:

LIVE TV Viewing:

MpowerTXT is a stylish fashionable compact phone which comes embedded with Mobile TV application by Apalya Technologies providing access to over 50 LIVE channels on the GO.



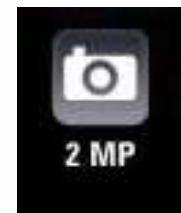
Display:

Life is beautiful with MpowerTXtT's vibrant 2.2" 262000 color TFT display with 320 X 240 pixels resolution. Enhance the color of your communications with the Mpower239.



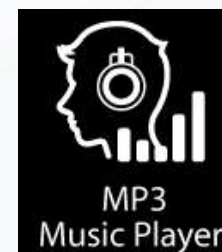
Camera / Video Recording:

2.0 Mega pixel camera gives user the perfect picture with vivid and clear display. MpowerTXT features camcorder function with 320x240 & 176x144 grade resolutions.



Multiple formats support Audio & Video players

MpowerTXT supports MPEG4, MP3/AAC/AAC+/eAAC audio & video players. Expanded external memory will give various world of music.



Product Features:

Internet Access : USB Modem

Use mPower TXT as a USB/Wireless modem to access internet at download speeds of Up to 2.4 Mbps*
* Network dependent



2.4 Mbps

USB Charging :

Charge MpowerTXT with USB data cable connecting to your PC. Experience internet access & charging the mobile simultaneously .



Large phone book & SMS storage:

Large phone book of 2000 contacts (Each contact up to 5 numbers)

SMS storage up to 1000.



Product Features:

OMH Platform: Freedom to choose the operator

Mpower TXT has been developed on the OMH platform, and thus can be used with any CDMA operator.



FM recording to memory card:

MpowerTXT has Stereo FM recording to memory card in MP3 format. Auto tune facility for storing/tuning stations. Enjoy listening to your favorite music with one touch access.



Expandable Memory up to 16GB:

MpowerTXT supports up to 16GB Micro SD card for storing Data Music, Video and picture.



Bluetooth:

BT Ver 2.0 supports HFP, DUN, FTP/OPP, A2DP, BPP – profiles. Experience Wireless BT Stereo music (A2DP) & Dial Up Network (DUN)



Product Features:

Security

Mobile Tracker:

Set the phone to send the preset tracking message to your family or friends when someone tries to use your phone with another UIM Card.



Emergency SMS:

If you are in an emergency situation, press the volume key 4 times (when slide down) Then SOS message will be automatically sent to recipients saved. If they call you, the call will be directly accepted. Press the "End" Key when the emergency situation is over. When you add recipients newly, they will be saved only after the notification is delivered.

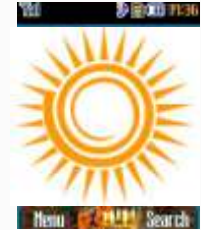


Product Features:

India Unique Features

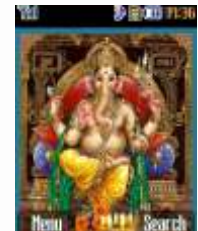
Indian Calendar:

Do not miss Indian Festivals, dates and important occasions using the special Indian calendar function.



Mobile Prayer :

User can set daily Aarti on the handsets correlated with the day of the specific Indian deity (Hindu/Islam/Christian/Sikh). You can also set your own God images (jpg) & devotional songs as Mobile prayer content.



Hinglish, T9 English :

User can write messages with speed using T9 English mode option. User can write Hindi words in English in fast way using Hinglish.



Product Features:

Technical Specifications

Band	: CDMA 1X:800 MHz
3G Bearer	: EvDO Rel 0.
Screen	: 262 K Colour TFT, 2.2" Size & 320x240 pixels QVGA resolution
Size	: 112x60.95x11.96 mm
Battery	: 1000 mAh (Li-Ion)
Talk Time	: Up to 270 min*
Standby Time	: Up to 420 Hrs*
Phone Book	: 2000x5
RUIM Card	: Yes
SMS	: 1000 (Inbox + Outbox + Draft)
SMS Templates	: 20
Speed Dial	: 9
Call register	: 600 (Incoming, Outgoing, Misses – 200 each)
Language(input)	: English,Hindi,Bengali,Punjabi,Gujarati,Marathi,Tamil,Telugu,Kannada,Malayalam
External memory	: Micro SD support up to 16GB
Internal pen drive memory	: 104MB
Free Accessories	: Travel Adaptor, Stereo Ear-phone, Data cable, PC studio CD.

* Network dependent

Thank you!