

VERTU

New Damascus Steel Variant joins the Vertu Ascent Ti Collection

London, May 2009 – Vertu, the pioneering luxury mobile phone company, has launched a new addition to the Ascent Ti collection, from May 2009 with the Vertu Ascent Ti Damascus, an exclusive, limited edition phone of only 100 pieces.

The handset takes its design cues from the ancient steel tradition, which consisted of continuous folding and hammer-forging to improve the strength

and hardness of the metal. This method was used to create blades including the Japanese Samurai, Franconian and Indian Wootz swords during different periods of time in history. These swords became famous for their exceptional strength and were easily recognisable by the distinctive swirl pattern of the steel.

The new Vertu Ascent Ti Damascus recreates these iconic blades, combining steel traditions with modern 21st century techniques. The decorative pattern on the metal surface comes from layering two different grades of stainless steel, which has been etched to reveal distinctive swirl patterns. The natural variation of the pattern in the metal makes each phone unique.

Complementing the finest quality black calf leather, the phone also showcases white key graphics, two new wallpapers and, for the first time, Vertu has forged the phone key mat from stainless steel.

Prices are available on request.

For more information on Vertu, please visit vertu.com

Vertu is the pioneer and leading manufacturer of handcrafted mobile phones for the luxury market. Vertu was established in 1998 and, after four years of intensive research and development, unveiled its first product in 2002. Every Vertu handset in each of its three distinct collections - Vertu Signature, Vertu Ascent Ti and Vertu Constellation - is assembled by hand at the company's headquarters in England. Vertu is available exclusively in over 50 countries and in 600 of the finest watch, jewellery, department stores and Vertu boutiques around the world.

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