

VERTU

VERTU ASCENT Ti

PRECISION, BALANCE, STRENGTH

England, 7th September 2007 - In October 2007 Vertu will launch the next generation of Ascent handsets, the **Vertu Ascent Ti** collection. Precision engineered for strength and balance with a distinctly masculine edge, the Vertu Ascent Ti takes its design and material cues from high performance sports cars.

Unrivalled Design

Handcrafted in England, the new Vertu Ascent Ti is testament to Vertu's uncompromising attitude to craftsmanship and engineering. The striking silhouette emulates the clean, sculpted curves of a powerful car, while the onscreen chronograph and offset illumination of the keypad echo precision dashboard instruments. 'Ti' is the chemical symbol for Titanium, the non-corrosive element with the highest strength-to-weight ratio of any metal and an ability to withstand extreme temperatures. Usually found in sports car engines, High Performance Titanium forms the chassis of the Ascent Ti handset.



Frank Nuovo, Vertu Principal Designer, comments: *'From the start the Vertu Ascent has been heavily influenced by the power, energy, and sheer precision of a beautiful car. With the Vertu Ascent Ti, this vision has been developed further using the high grade materials, design detail, technical superiority and unsurpassed performance associated with the luxury sports car industry. The result is a highly crafted handset of precision, balance and strength.'*

Meticulous Detail

Every component, from the tanned cow-hide leather to the scratch-resistant sapphire crystal face and highly polished ceramic, is of the highest possible specification and hand assembled by expertly trained craftsmen. The finished product is then taken through a series of rigorous tests of every aspect of the phone, from sound quality to extreme robustness.

David Arnold, the composer behind many James Bond soundtracks, has also created three bespoke ring tones for the Vertu Ascent Ti, complemented by a series of automotive themed backgrounds.

Secure Protection

Ascent Ti owners will feel secure at all times by taking advantage of the Ascent Ti's unique 'Vertu Fortress' technology. The Vertu Fortress system offers a remote synchronisation of contacts and calendar, notes and backs up all stored data to a high security server maintained in an ex-military bunker at a secure location in the English countryside. Customers will have access to their private data via a personal account on vertu.com. This unique application means that if a customer loses their Ascent Ti phone all their data can be quickly re-instated to a new mobile phone.

Lifestyle Assistance

For lifestyle assistance, one click of a button provides access to the Vertu concierge service available 24 hours a day from virtually anywhere in the world. Vertu Concierge can help customers with queries from recommending a local restaurant, to making a theatre booking or even sending a gift around the globe.

3G Capable

The Vertu Ascent Ti is a quad band, 3G handset with 3 mega pixel flash VGA camera. The core collection comprises of three colours – black, red or brown leather .

RRP in UK: 3,600 GBP

For more information on Vertu, please visit www.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 and Vertu Constellation - is assembled by hand at the company's headquarters in England. Vertu is available exclusively in over 400 of the finest watch, jewellery and department stores and Vertu boutiques around the world.

For further media information, please contact:

GLOBAL

Neville McCarthy Associates, Karen Bennett, Sofia Hedo or Joanna Good

Tel:+ 44 20 7940 2900, Email: sofia@neville-mccarthy.com