



## VERTU CONSTELLATION – A NEW DEFINITION OF WORLD CLASS

A new line in handcrafted luxury mobile phones takes flight from Vertu.

**London 31 May 2006** – Breakfast in London, shopping in Paris and a late dinner in New York may be a typical day for those that travel the world. A plane is their office, a hotel their home and the world their play ground - so long as they can stay connected with the people that matter. For many this jet set lifestyle is their way of life.

Navigating the world across borders has become a common trend, prompting luxury mobile phone manufacturer Vertu to unveil their latest series of hand crafted phones - **Vertu Constellation**. Designed for people on the move and for those that travel the world in style, the **Vertu Constellation** is a new definition of world class with seven (7) new handsets launched as part of the Constellation collection.

Each **Vertu Constellation** phone is hand crafted at Vertu's workshop in the United Kingdom by a highly skilled team of craftspeople. For example, they work on inserting the tiny screws used in the product by hand – up to 45 screws in the gold version - and selecting and matching the leather used on the rear of the phone. .

**Vertu Constellation** is finished in gold or stainless steel with an exceptional balance to weight ratio, and is encased across the back plate in leather; in fact, it's the largest piece of leather ever used on a handset.

For the first time ever, the **Vertu Constellation** uses ceramic, a material famed for its smoothness and scratch resistance, to make the key pad. This is the same type of material that is used on the outside of the space shuttle. Each ceramic key is polished and laser perforated to allow lighting through the key, a method unique to Vertu phones.





“The design of **Vertu Constellation** began with the precise understanding of our achievements with both the Vertu Signature and the Vertu Ascent models. The **Vertu Constellation** design was conceived in order to compliment both of these Vertu originals and reinforce the style and design quality of the Vertu Brand.”, stated Frank Nuovo, Principal Designer for Vertu.

“The fluid surface developments are inspired by classic aircraft - in particular, the classic cross section of the *leading edge of wings* combined with the high polished metal and small fasteners along many edges. Symbolically, the microphone port design is a subtle tribute to the powerful force that made our first aircraft fly - a classic propeller fan. **Vertu Constellation** has a sleek and confident low profile. Leather is a dominant material to increase the tactile delight in the hand. I wanted the elegant sophistication and dramatic appeal of Vertu Signature with a slight softening and a small degree of visual simplification of form and line”, continued Frank Nuovo.

**Vertu Constellation** is designed to assist the most demanding traveller encompassing a quad-band engine with connection in over 180 countries around the globe; real-time flight tracking that enables **Vertu Constellation** to provide flight information, in the lounge or en-route to the airport. The real-time currency converter provides correct currency information when required, and the world clock tells the time at home as well as away, in up to three locations simultaneously. To complete your navigation **Vertu Constellation** has world weather facilities that let you know exactly what to expect when you get to your destination.\*

*(\* these facilities require GPRS connection to activate these services and are renewable after 1 year)*

Vertu Concierge compliments the **Vertu Constellation** and allows one button access to lifestyle services 24 hours a day from virtually anywhere in the world. Vertu Concierge can help from recommending local restaurants and making theatre bookings, or simply sending a gift to someone around the globe, Vertu Concierge is the perfect partner at home and abroad.



Vertu was born from an obsession to create a personal communication handset that deployed craftsmanship and technology in a way that had never been achieved before. Vertu Signature and Vertu Ascent were the first ranges of luxury handsets that used the finest materials from the world of watch-making, automotive and jewellery. **Vertu Constellation** now adds a new family of phones to the Vertu pedigree that are inspired by luxury and aviation and will again see the world of luxury mobile phones become synonymous with style, success and achievement..

**Vertu Constellation** will launch with seven (7) hand crafted models – in black, tan, chocolate or pink leather and available in stainless steel or gold finishes - and these are available at most of the 300 authorised retailers across 40 countries worldwide from September 2006.

*Vertu is the leading manufacturer of handcrafted mobile phones for the luxury market. Vertu phones are hand assembled at the company's headquarters in the United Kingdom. They are available in Vertu's own stores and over 300 of the finest watch, jewellery and department stores worldwide.*

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