

VERTU

VERTU – THE PIONEER OF LUXURY MOBILE PHONES

1998
A DECADE OF ACHIEVEMENT
2008

March 2008 – Vertu, a brand born from an obsession to create the finest mobile phones the world has ever seen, celebrates its Decade of Achievement in 2008. Since the beginning, Vertu has combined exceptional materials with the highest traditions of craftsmanship. Within the three distinctive collections, Signature, Ascent and Constellation, each phone is expertly assembled by hand, at its custom built workshop in Hampshire, England.

After the initial idea was conceived in 1998, a hand picked team of specialists began a programme of painstaking research and development to make the Vertu dream a reality. “Ten years ago,” says Alberto Torres, President of Vertu, “few believed there was a market for true luxury phones, bringing together mobile technology with the traditional techniques and exquisite materials of the luxury industry. But we delivered on the promise and produced phones to our own exacting standards - which our customers love to buy. Vertu pioneered this industry and we continue to push the boundaries wherever we can.”

Frank Nuovo, Vertu’s Principal Designer also says, “When I began designing the first Vertu collection, my goal was to create the finest handset the world had ever seen - with a deep pledge to authenticity and the merging of high technology and precision craft. The inspiration behind each collection has taken cues from timeless examples of classic aircraft, beautiful sports cars and grand complication timepieces. As Vertu has developed and grown, each new collection has complemented existing designs and reinforced the unmistakable style and extraordinary design quality of the Vertu brand.”

New Techniques and Unusual Materials

The unique ‘no boundaries’ working environment at Vertu ensures that Hutch Hutchison, Head of Concept, Creation and Design, and his team continue to create groundbreaking pieces that are today part of the Vertu Collections. Hutch feels that, “From the outset, Vertu has refused to be constrained by conventional manufacturing techniques. The handsets blend sapphire crystal with the finest leather; high tech ceramic and gold. It took three years to perfect the keypad; from the development of the thinnest micro switches to a unique system of ruby bearings.”

A Decade of Achievement – Highlights:

- Feb 1998 Inspired by the world of watches and fine jewellery, Frank Nuovo starts to sketch the ideas for his vision for the world's finest mobile phone
- Oct 1998 Vertu is founded (meaning: 'a love of, or taste for, fine object d'art)
- Jun 2000 A wide ranging team of specialists start work in secret
- Mar 2001 The production process for sapphire crystal is perfected creating the world's largest piece of cosmetic sapphire crystal at 69.25 carats
- Aug 2001 The use of ruby bearings beneath the number keys is granted a patent in its own right
- Oct 2001 The Vertu Signature is granted a hallmark by the Swiss Assay Office – the first electronic product to do so
- Jan 2002 Platinum Signature is launched – with enough precious metal to make 20 wedding bands
- Sept 2002 The very first Vertu Concierge request is made – a simple flight booking from London to New York
- Jun 2003 The new technique for lighting a phone keypad using light shining through laser holes is granted a patent
- July 2003 Vertu opens its 50th retail location
- Jan 2004 The second collection, Vertu Ascent, is launched
- Apr 2005 The 10,000th Concierge request is fulfilled
- Aug 2005 Carbon Fibre is used on a phone for the first time, with the launch of the Vertu Ascent Motorsport Edition
- Jun 2006 The third collection, Vertu Constellation is launched with the world's first ceramic keypad
- Sept 2007 Ascent Ti – The next generation of the Vertu Ascent collection is launched
- Mar 2008 Vertu exceeds 500 points of sale

In 2008, Vertu will celebrate its Decade of Achievement with a series of new handsets, starting with the Vertu Constellation 10th Anniversary Monogram collection.

For Vertu, there is no let up. Jim Nolan, Chief Operating Officer for Vertu, believes that Vertu will continue to lead this category for some time to come. He says, "The demand for Vertu's handsets remains very strong and is growing in all markets. During 2008 we will oversee major international expansion, adding considerably to our existing retail presence in the finest watch, jewellery, department stores and Vertu boutiques, in more than 50 countries around the world. "

- Ends -

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 unveiled its first product in 2002. There are three distinct collections - Vertu Signature, Vertu Ascent and Vertu Constellation. These are assembled by hand at the company's headquarters in England. Vertu is available exclusively in over 500 of the finest watch, jewellery and department stores and Vertu boutiques around the world.

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