

VERTU

INTRODUCING THE NEW VERTU SIGNATURE A PHONE WITHOUT EQUAL



Vertu, the leading maker of luxury mobile phones is to unveil its new Signature collection to mark its tenth anniversary this year. For discerning individuals who always demand the best, the new Vertu Signature is the most highly crafted phone ever made and will be introduced in hallmarked white gold and yellow gold together with stainless steel. It is a culmination of a decade of Vertu knowledge, passion and experience. Quite simply, it is a phone without equal.

'We are delighted to present our new Signature collection, here in Paris, says Alberto Torres, President of Vertu. 'Especially, since we launched our first ever phone in this beautiful city, back in 2002.' Alberto continues, 'When Vertu first started out with the idea of producing luxury phones, the industry thought it would never take off. Vertu was ahead of the times. But, now, you can see how successful the industry has become, as more competitors are looking to enter this space.'

Uncompromising Quality

To create such an exceptional phone, Vertu uses only the very finest materials. The 'sea of sapphire' that makes up the face of Signature takes more than two weeks to create in a 2000°C furnace. It is almost impossible to scratch and is so hard it can only be cut or scratched with a diamond. The solid gold or platinum Signature phones are authenticated by a Swiss Assay Office hallmark - the only electronic product to carry this prestigious award. While the patented keypad contains 4.75 carats of solid ruby bearings; each cut and set in its exact place like a jewel.

Superior Craftsmanship

Beautiful as well as functional, the SIM drawer is engraved with a unique Vertu pattern like a piece of jewellery in its own right. The superbly engineered battery cover release is operated by a D-ring. Extremely secure, yet easily released with your fingertips. The ruby bearings slide on pure sapphire crystal surfaces that are aligned so that no part of the metal key touches the sapphire face of the phone. The result is no friction, no wear, and the world's most satisfying click – a Signature trademark. “Signature uses function to create beautiful form.” Frank Nuovo, Chief Designer, Vertu.

The Mark of Exclusivity

Hand-built in England, it is the first phone to be assembled by a single craftsman. It takes many years to learn the necessary skills, and very few individuals make the grade. As a mark of pride, each handset is signed by the master craftsman who painstakingly creates it. Inevitably such attention to detail means a phone of this quality can only be made in very limited numbers - making the new Signature rare, precious and highly exclusive.

Unrivalled Performance

All the sounds produced by Signature are taken from a piece of music composed exclusively for Vertu by the Academy Award™ winning composer Dario Marianelli. The music was performed by the London Symphony Orchestra with all solo flute pieces played by Andrea Griminelli, one of the world's leading flautists. “Perhaps no one has yet written a piece of concert music specifically aimed at being used as ring tones, then recorded it with one of the best orchestras in the world, and NOT made it widely available on the web. The challenge was irresistible.” Dario Marianelli.

Service of the highest quality is literally built into each new Signature: a unique, patented button connects directly to Vertu Concierge, a personal service offering expert advice and assistance, around the clock, around the world. And Vertu Select is the best in online information, news, recommendations and exclusive Vertu downloads - available only to Vertu clients.

The **Vertu Signature** will launch in white gold, yellow gold and stainless steel - available in Vertu boutiques and the finest watch, jewellery and department stores worldwide.

Retail Prices (quoted in Euros)

Vertu Signature in Stainless Steel: 9,500

Vertu Signature in Yellow Gold: 26,000

Vertu Signature in White Gold: 29,000

For more information on Vertu, please visit www.vertu.com

1998
A DECADE OF ACHIEVEMENT
2008

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 50 countries and in 500 of the finest watch, jewellery, department stores and Vertu boutiques around the world.

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