

# VERTU

## **VERTU CONTINUES TO DAZZLE IN ITS FOURTH YEAR**

*Company unveils new Vertu Signature model and cites its focus on “obsessive craftsmanship” as the foundation of its success*

The world’s first luxury mobile communications company, Vertu, is proud to announce the unveiling of a new Vertu Signature model, the **Vertu Signature in Stainless Steel with Yellow Keys (SSYK)**. With the launch of the exclusive Stainless Steel with Yellow Keys, Vertu marks a significant milestone, its fourth anniversary and the Vertu Signature as the world’s most highly crafted mobile phone.

Retaining the classic, timeless look of the Vertu Signature Collection, the Stainless Steel with Yellow Keys bears the hallmark of a ceramic pillow and battery cover, stainless steel bezel, fine leather sides and seven pieces of sapphire crystals on the front of the phone. What makes Stainless Steel with Yellow Keys stunning is the 18-K gold keys on the front of the phone and the side keys. So why create a Gold/Steel combination for the Vertu Signature?

“The Vertu Signature is our timeless classic. The Gold/Steel combination is the 2nd largest finish on exported watches from Switzerland, based on volume. In 2004, it also showed higher than average growth of 3.5% against an average of 2.1%. Watches finished in steel, gold-steel or gold made up 55% of Swiss watches exported in 2004. We believe this combination will appeal to our potential clients,” explained Giles Rees, Global Vice-President of Sales for Vertu.

From Paris to New York and Rome to Singapore, Vertu has set the standard for exquisitely crafted, high quality, luxury mobile communication. Central to Vertu’s amazing success over the last four years has been the company’s single-minded dedication to craftsmanship. “Obsessive” is the nearest term that describes the high quality engineering and workmanship that goes into each Vertu phone. Entirely assembled by hand, a Vertu Signature has 404 individual parts and goes through 96 rigorous inspections.

A Vertu phone also provides unsurpassed high quality polyphonic sound. The Speaker is housed in a specially designed acoustic cavity to ensure that sound fidelity is not compromised. Vertu also uses the advanced Yamaha polyphonic ring tone generator, to create the unique Vertu sound.

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One of the world's largest commercially produced sapphire crystals are used to provide the scratch-resistant Sapphire Display face used in the Vertu Signature. Below the Sapphire Display lies a high quality 12-bit colour TFD (Thin Film Diode) Liquid Crystal Display, which uses Crystal Fine Technology, which provides unsurpassed clarity under a wide variety of viewing conditions.

In designing the Vertu Signature, great care was taken to ensure that it would not only look magnificent but also appeal to the other senses. This has resulted in 74 patents. The Vertu Signature's finely crafted ear pillow is made of ceramic, as it is warm to the touch and extremely durable. The Vertu logo in gold on the Stainless Steel with Yellow Keys is applied onto this ceramic pillow through a process known as Physical Vapour Deposition, in a vacuum chamber at temperatures of up to 300C. Not to be outdone, the back plate of the Vertu Signature uses scratch-resistant Zirconia Ceramic, which is partly translucent and emulates the lustre of lacquered wood.

The Vertu Signature in Stainless Steel with Yellow Keys is available at the Vertu Stores in Paris and Singapore, Vertu Client Suites in New York, Hong Kong and Singapore and at selected luxury retailers globally, with a recommended retail price of \$9,762 Euros ( £6,650)\*.

## **\*Recommended Retail Price**

Prices may change from country to country according to variations in tax and currency exchange rates.

For more information on Vertu, please visit [www.vertu.com](http://www.vertu.com)

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*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 200 of the finest watch, jewellery and department stores worldwide.*

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