

VERTU

VERTU ANNOUNCES NEW ACCESSORIES LINE AT BASELWORLD 2009

THE VERTU V COLLECTION

BASELWORLD, Switzerland, 25th March 2009 – Vertu is to reveal its new range of accessories - the Vertu V Collection for the first time at BASELWORLD 2009. This new line of products has been created to complement the brand's pioneering range of luxury, handcrafted mobile phones.

The inaugural collection combines the hi-tech with the classical: a luxury Vertu V Bluetooth Headset and Vertu V Memory Card reader together with contemporary versions of the traditional ballpoint pen and collection of small leather goods. The V Collection represents the culmination of extensive work that combines the best in craftsmanship, materials and engineering expertise.

The Vertu V Bluetooth Headset comes in a pioneering and ergonomic form factor made from stainless steel and high quality resin. The resin combines low weight and high strength properties in a scratch resistant material with an ability to be hand polished to achieve a lifetime lustrous finish. The headset has six hours talk-time which increases to a full 15 hours talk-time on the move, simply by reconnecting the headset to its fully charged base. Once the intelligently designed patented ear bud mechanism is turned to the 'on' position, the headset pairs with the Bluetooth enabled phone in just four seconds.

The Vertu V Memory Card Reader is an innovative and discreet USB memory stick with the ability to expand its memory capacity via a micro SD card. A three stage connection process also enables users to easily transfer data between a Vertu handset and computer.

In contrast, but complementary to the technical accessories, the Vertu V Ballpoint Pen has a masculine look with its black and steel colour and perfectly tuned twist mechanism. This contemporary design is both perfectly balanced and comfortable in the hand resulting in an exquisite pen and striking accessory.

The small leather goods collection completes the range with its matching accessories cases made from Vertu's highest quality black saddle leather.

Frank Nuovo, Vertu Chief Designer, comments 'The Vertu V Collection is the perfect accompaniment to the Vertu lifestyle, with both the use of pioneering techniques and classic craftsmanship creating accessories to an uncompromising standard'.

The full range will be available from August 2009 with price information available on request.



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 50 countries and in 600 of the finest watch, jewellery, department stores and Vertu boutiques around the world.

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