

13.03.2002 - 20:56 Uhr

## Fun, games, choice and freedom, all packaged with a distinctive design - Siemens launches the M50



Hannover (ots) -

- Cross-reference: photo is available  
at: <http://www.presseportal.de/galerie.htx?type=obs>

Today at CeBIT 2002, the Siemens Information and Communication Mobile Group (IC Mobile) launched the M50, a distinctive mobile phone with a clear focus on design and entertainment. Siemens' first mass market Java(tm) phone brings users unparalleled freedom and flexibility over applications, downloads and games. It also offers EMS (Enhanced Messaging Service), exchangeable CLIPit™ Covers and a special Calling Images feature, to allow real images to be stored and linked to specific phone book entries.

Designed for entertainment, the M50 comes with several games as standard, including Flowboarding, a sports game based on Siemens' Wave Tour and the popular multi-player game Kung-Fu(tm), from BattleMail. However, it offers users the opportunity to access an infinite number of gaming and entertainment possibilities through the incorporation of Java technology. With Java, applications can be downloaded, stored, played and exchanged at the users' discretion and with GPRS (class 8) and a WAP 1.2.1 browser, Siemens' M50 uses the latest mobile technology to enhance and facilitate the swift download of original content. Additionally, Siemens ensures that its users can always access the latest and most impressive mobile phone applications and services, through its popular website - [www.my-siemens.com/city](http://www.my-siemens.com/city), which is crammed full of games, ringer melodies, bitmaps and Java applications, such as a friends finder and

dating calendar.

A highlight of Siemens' M50 is Wireless Java which enables Instant Messaging, users are able to send and receive real-time messages, to and from any member of the huge Instant Messaging community of millions of members. Furthermore users can search for friends who are available and communicate with them instantly. The M50 also encourages messaging to be expressive and inventive with the incorporation of full EMS, which allows pictures and sounds to be embedded into an SMS message and be sent across varying networks, to other EMS compliant handsets.

Siemens M50 will be available in two vibrant designs, Chromium Orange with an amber display and Chromium Blue with a ocean blue Display. The high design standard of the M50 has a fresh and modern feel that acknowledges the fashions predicted for summer 2002. Additionally, Siemens Original Accessories has created a wardrobe of front and back exchangeable CLIPit Covers to keep pace with changing moods, designs and trends and to ensure the outside of the M50 stays as original as the content inside this phone.

Peter Zapf, President of Mobile Phones within the Siemens Information and Communication Mobile Group, said: "The M50 is all about making communication fun and expressive - bringing new dimensions to consumers' favorite services. Java technology, and all the possibilities it presents, has traditionally been reserved for the top end of the market but we believe everyone should benefit from it. Siemens M50 will be an invaluable and fun companion".

The M50 is also the first phone to demonstrate Siemens' innovative and convenient OTA (over-the-air) payment solution. Consumers are able to test Java(tm) applications, games or services before choosing to pay for the full application or next level of the game.

Short cut buttons also allow fast and easy access to these applications by linking directly to the wireless portal. For example, key '2' takes the user to 'Games & More' and key '5' and '8' link to Siemens' and content providers' websites, ensuring that the download of the latest Java(tm) applications is simple and fast.

With up to 260 hours standby time and 6 hours talk time, this mobile phone is perfect for popular people with an active social life. The Calling Images feature allows digital pictures to be directly downloaded over WAP or sent via SMS to a mobile phone and attributed to a number in the phone book - always putting a face to a name. The 'Get in touch' feature means that up to 5 friends can join a conference call, whilst the 'Greetings' and diary function ensures there is no excuse for forgetting a party, birthday or anniversary.

Available across Europe and Asia from June 2002, Siemens' M50 weighs approximately 97 grams and will be priced between the C45 and ME45 at time of launch. A wide range of Siemens Original Accessories is also offered for this device, including carry cases, an MP3-Player USB and a specific car kit incorporating voice command.

The Siemens Information and Communication Mobile Group (IC Mobile) offers the complete range of mobile solutions including mobile devices, infrastructure and applications. Devices include mobile phones, wireless modules, mobile organizers and cordless phones as well as products for wireless home networks. The infrastructure portfolio includes GSM, GPRS and 3G mobile network technologies from base stations and switching systems to intelligent networks, e.g. for prepaid services. Mobile Applications cover end-to-end solutions for Messaging, Location Based Services or Mobile Payment. For the fiscal year 2001 (September 30), IC Mobile recorded sales of EUR 11.3 billion and employed 30,730 people worldwide.

You can access further information about Siemens IC Mobile on the Internet at

<http://www.siemens-mobile.com>

You can access press releases, photographs and further information

on the Internet at:

<http://www.siemens-mobile.com/press>

One photograph accompanies this press release. You can access the photo on the Internet at URL:

<http://www.siemens.com/icm-picture/M50>

More product information is also available from our PR agency Weber

Shandwick at: Tel: +44 (0)20 7950 2104, email:

[siemensmobile@webershandwick.com](mailto:siemensmobile@webershandwick.com)

#### Medieninhalte



*Fun, games, choice and freedom, all packaged with a distinctive design - Siemens launches the M50*

Original content of: Siemens AG, transmitted by news aktuell

Diese Meldung kann unter <https://www.presseportal.de/en/pm/8142/332276> abgerufen werden.