



Renens, August 5, 2009

New and exclusive: Orange launches the Toshiba TG01 Smartphone

It's now available in all Orange Centers and via the [Orange online shop](http://www.orange.ch) at www.orange.ch: the Toshiba TG01 smartphone, a first in Switzerland, sets new standards for mobile working as well as for mobile entertainment. Not only because of its processor, the fastest ever installed in a smartphone, but also because of the screen size and quality matched by a completely new user interface full of new innovations. The Toshiba TG01 is offered exclusively by Orange for CHF 209.– (with Maxima Surf/24 months).

Thanks to its 1 GHz processor, with the Toshiba TG01 surfing and multimedia entertainment come very close to what you can experience with a PC. It is the first smartphone equipped with such a powerful processor. Add to that a 4.1 inch WVGA screen and broadband speeds of up to 7.2 Mbit/s download and 1.4 Mbit/s upload, and you have the ideal mobile multimedia tool.

Web pages animated in Flash can be viewed on the internet. With the motion sensor calls can be answered by simply shaking the phone. This top of the line smartphone allows you to play videos and music, look at photos and a lot more with unparalleled comfort.

In addition to its technical performance, the Toshiba TG01 is incredibly slim at 9.9 millimeters and also very easy to carry weighing only 129 grams.

Work and navigate

Using Windows Mobile 6.1 as its operating system, the Toshiba TG01 offers all the Office applications and synchronizing possibilities needed to work efficiently on the move. Orange also offers a free, easy to install update to Windows Mobile 6.5 when this becomes available to all clients who buy a Toshiba TG01.

Thanks to the GPS and A-GPS receiver, the new smartphone also turns into a navigation device. All the standard navigation programs compatible with Windows Mobile 6.1 can be easily installed and used.

Easy, intuitive user guidance

Equally innovative is the Toshiba TG01's user interface. The unique menu stripes make it easy for the user to find their way around. With just a touch of a finger on the screen, you can access the Internet, the calendar, basic functions and other applications.





Orange exclusivity

Orange is the only mobile phone provider in Switzerland offering the Toshiba TG01. Thanks to the first multinational cooperation between the Orange FT Group and Toshiba, Orange clients can enjoy this exclusive offer. The new smartphone has already been simultaneously launched in France and Great Britain and, in addition to Switzerland, the Toshiba TG01 will also be introduced exclusively on the Romanian market from August. Yet another milestone for the outstanding mobile multimedia experience Orange offers its clients.

Prices and tariffs

Orange offers the Toshiba TG01 exclusively in all Orange Centers, in the [Orange online shop](#) and for existing customers at [«My Account»](#) at www.orange.ch. The numerous multimedia functions of the Toshiba TG01 can be used almost without limit with the new Surf price plans. Thanks to the generous data allowance included in the Surf price plans, the mobile Internet connections can be extensively used.

Price plan	Monthly cost CHF	Price for the Toshiba TG01 in CHF with 12 month contract	Price for the Toshiba TG01 in CHF with 24 month contract
Maxima Surf	95.–	359.–	209.–
Maxima	89.–	399.–	249.–
Optima 100 Surf	56.–	409.–	259.–
Optima 100	42.–	449.–	299.–
Optima 30 Surf	39.–	459.–	309.–
Optima 30	25.–	499.–	349.–

Price for the Toshiba TG01 in CHF without a subscription: 849.–

Note for editors:

You'll find [more information](#) about the Toshiba TG01 [here](#).

You'll find all the information on the [Surf price plans](#) [here](#).

You'll find [high definition pictures](#) of the Toshiba TG01 [here](#).

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