



**BenQ Mobile GmbH & Co. OHG**  
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## *Press Release*

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### **Luxury in simplicity: The BenQ-Siemens S68 defines the premium class in mobile telephony with clarity, precision and undecorated elegance**

**MUNICH, GERMANY**, January 17, 2006 – The BenQ-Siemens S68 from BenQ Mobile is the ultimate premium mobile for all those for whom stylish design is just as important as user-friendly operation and clear functionalities. Instead of being overloaded with a huge variety of unnecessary capabilities, this elegant premium class mobile focuses consistently on quality and clarity. At a slim 13 mm deep, this easily manageable mobile phone is truly a masterpiece. With its matt shimmering front in brushed aluminum and the black “soft-touch” material on the back cover, this mobile is not just very pleasing to the eye but also feels extremely comfortable on the palm of the hand.

By adhering strictly to the principle of reduced complexity, this high-quality triband mobile is one of the first BenQ-Siemens devices to embody the unique character of this new brand. Dispensing with all superfluous gadgets, the BenQ-Siemens S68 concentrates on the crucial basic functions of mobile communication. Voice telephony takes center stage here. No unnecessary gadgets have been added, such as Camera and Video player. It concentrates on usability, elegance and highest quality, just maximum phone performance. Here, innovation is not expressed in terms of complicated details, but in the unconditional orientation of its technology to the needs of the professional user.

Maximum convenience is afforded by the particularly clear and self-explanatory menu structure. Bold graphic icons make navigation easy and intuitive, without even having to glance at the operating instructions. There is even a separate quick-dial button on the side of the casing for calling important (emergency) number. Any kind of text can always be read with



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ease on the large, transflexive color display (1.8 inch, 132 x 176 pixels, and 262,144 colors) – irrespective of whether the sun is shining brightly or the sky is overcast. This premium mobile with dual speaker system, an integrated handsfree function and 64-tone ringtones meets the highest demands for acoustic quality – and even cuts a good figure as a dictating machine, too. Now, instead of laboriously typing in a text message, a short voice message can simply be dictated and sent via MMS.

The built-in organizer can be coordinated quickly and simply via the attractive Desktop SyncStation DSC-100 with Outlook or Lotus Notes on the PC – or thanks to Bluetooth<sup>®</sup>, without even using any cables at all. Thus the appointments and address data on the mobile phone are always fully up to date. In addition, a wide selection of original BenQ Mobile-Accessories such as headsets and car kit solutions can be attached to the mobile wirelessly via Bluetooth<sup>®</sup>, making using the mobile even more convenient still. Being particularly light and compact, the new, fashionably slender design of the Bluetooth<sup>®</sup> HHB-100 headset offers sterling sound quality and is extremely comfortable to wear. Additionally the Car Kit Bluetooth<sup>®</sup> HHB-600 offers superb audio quality for convenient and secure handsfree telephony while driving. Lastly, with its Dual Speaker System, the integrated handsfree function and 64-tone ringtones, the BenQ-Siemens S68 also meets the most discerning acoustic requirements.

The BenQ-Siemens S68 will be available in “Brushed Aluminum” from the end of February 2006 onward. Prices will be available locally.

### **About BenQ Mobile**

BenQ Mobile is an industry leader in wireless communication devices with a high lifestyle appeal. Headquartered in Munich (Germany), the company is one of three business divisions of BenQ Corporation and a trademark licensee of Siemens AG.

With revenues of more than 5.6 billion Euros in 2004\*, over 7,000 employees worldwide, its state-of-the-art R&D and manufacturing facilities in Aalborg (Denmark), Beijing, Suzhou (China), Kamp-Lintfort, Munich, Ulm (Germany), Manaus (Brazil), Mexicali (Mexico), Taipei (Taiwan), and Wroclaw (Poland), and a strong sales, marketing and service network, BenQ Mobile benefits from its global footprint. BenQ Mobile will leverage complementary competencies and resources in product creation, developing elegant yet exciting



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devices that enable consumers to further explore mobility.

\*combined revenues of BenQ Mobile Phones and Siemens Mobile Devices in 2004

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