

DESIGN EXCELLENCE AWARD (DEmark)

SAMART I-MOBILE PUBLIC COMPANY LIMITED

I-mobile has styled its mobile phones to compliment the different lifestyles and preferences of customers by classifying them into 5 main groups-**Basic, Music, Multimedia, Camera** and **Trend setter**.

BASIC SERIES 1 and 2 concentrates on providing user-friendly functions for communications and quick use with multi-functions in one.

MUSIC SERIES 3 prominently features mobile phones for music-lovers, every model comes with bundled MP3 songs.

MULTIMEDIA SERIES 5 emphasizes a wide range of comprehensive multimedia functions for technology-lovers to enjoy entertainment in every possible way, including taking photos, watching movies and listening to music.

CAMERA SERIES 6 focuses on professional photo-taking and video-filming.

TREND SETTER SERIES 9 is especially tailored to the lovers of advanced technology.

i-mobile 520 “Beyond Expectation” is a mobile phone in **Multimedia Series 5** that emphasizes a wide range of comprehensive multimedia functions for technology-lovers to enjoy entertainment in every possible way. With the product identity design of “i-mobile”, the i-mobile 520 offers striking sounds with **Yamaha Audio Amplifier**. It also comes with 1.3 Mega Pixels camera, FM radio, MP3 player, video recorder/player, talking dictionaries (English-Thai/ English-Chinese), and i-Link for downloading data and contents from WAP Site. The i-mobile 520 also supports Bluetooth and Micro SD Card with pre-loaded content “i-mobile Multimedia Package”, including wallpapers, themes, and music videos.



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Mobile Phone “i-mobile 520”

Concept of expressive and conservative. Lots of features throughout the spectrum. Less complicated to use. The character of soulful color and accent texture, which enhance the character of the design, act as a final detail.