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## Vodafone launches two more own-branded handsets

227 and 228 low-cost phones for pre-pay and emerging markets

by Amy-Mae Elliott published on 11 February 2008

Vodafone has expanded its range of own branded handsets, currently at seven devices, with the launch of two more low cost phones.

The Vodafone 227 and Vodafone 228 will launch this month, and will be available across both Europe and emerging markets.

The operator says that both mobile phones are designed to "meet customer demand for low cost, simple to use yet stylish handsets".

The Vodafone 227 is a clamshell phone and the Vodafone 228 is a slider mobile. In addition to core text and voice services, both come with a colour display, vibrating alert and headset.

Vodafone says it plan to introduce stronger brand style guidelines to ensure a consistent look and feel in the design of each of the handsets that come into the range from the middle of this year.

