

<http://www.pocket-lint.com/news/13938/hop-on-disposable-mobile-launching-europe>

Disposable mobile to launch in Europe

£10 throw-away phone to go on sale

by Amy-Mae Elliott published on 11 April 2008

US-based gadget maker Hop-on has revealed that its low end GSM cell phone with no LCD screen has received orders from an as yet unidentified European distributor for an initial test purchase order of 10,000 phones.

Peter Michaels, president of Hop-on said, "Response to our simple, inexpensive, \$20 phone was phenomenal. The initial test purchase order with multiple purchase orders behind it is a big step in introducing Hop-on to Europe".

The low-cost phone that operates in the 900/1800MHz band is aimed more at emergency use - for example to have in the glove compartment of your car - rather than encouraging the worst of our non-eco throw-away consumer mentality.

