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MWg launches Zinc and Atom smartphones in UK

New WinMob handsets

by Amy-Mae Elliott published on 9 May 2008

Mobile and Wireless Group (MWg) a Singapore-based company created in 2007 by the former management of O2 Asia, has announced its entrance into the European market and unveiled their latest Windows Mobile handsets, the Atom V and Zinc II.

The Atom V, which actually became available in Europe in mid-April, is MWg's first exclusively designed product.

It features an in-built SiRF Star-III GPS chipset, 3.5G HSDPA with speeds up to 7.2Mbps, onboard Wi-Fi, Bluetooth 2.0 and an FM radio with RDS. Slimline at 14.95mm thick and with a 2.8-inch LCD touchscreen, the Atom V retails for £399.95.

The Zinc II, which will become available in mid-May, offers many of the same features of the Atom V with the addition of a semi-automatic sliding keyboard ideal for messaging and internet browsing, a slightly more compact form factor and the incorporation of Microsoft's latest OS, Windows Mobile 6.1. The Zinc II will retail for £449.95.

Both devices offer MWg's stylus-free touch-driven interface called "Quick Menu" that lets users tap large graphic icons with their fingertips as well as flip between menus by dragging their finger across the screen.

MWg products can be purchased from e-tailer expansys.com in the UK.

