

<http://www.pocket-lint.com/news/17344/vodafone-vf-527-mobile-phone>

Vodafone launches own-brand "rainbow range" 527

£30 PAYT handset gets colourful makeover

by Amy-Mae Elliott published on 1 September 2008

Vodafone has launched its VF 527 phone, that was previously only available in black, in four "fun fresh" colours: moss green, mandarin orange, aqua blue and pink.

The GPRS candybar VF 527 comes with a built-in camera, FM radio, MP3 player, Bluetooth and has an external memory card slot.

Priced at £30, Voda is aiming the low-cost devices at "credit crunched" consumers looking for a "stylish" pay as you talk mobile.

"We've introduced the Rainbow range after the successful launch of the VF 527 in black and believe that the new colours will appeal to those fashion conscious customers who want a low cost handset that compliments their individual style but is not compromised on features", says Chris Edwards, head of device management for Vodafone UK.

