



Datawind enhances the PocketSurfer offering with new 3rd generation models



For further information on the PocketSurfer3 please visit: <http://www.pocketsurfer.co.uk>

Datawind, a leading provider of wireless web access products and services, unveils the PocketSurfer3 and PocketSurfer3 Lite, the latest enhanced versions of its popular web-browsing devices. Both units now incorporate a Linux operating system, providing users all the basic functionality of a simple computer, including word processing, spreadsheets and scheduling. Both also feature an improved high resolution, active matrix TFT screen that delivers lively vivid colours. The PocketSurfer3 retails at £199.99 and the PocketSurfer3 Lite at £159.99, and will be available in early August.

The latest editions to its mobile internet portfolio will also offer users an extra ten hours a month free surfing in the UK (now 30 in total) and low cost roaming in Europe at 5p per minute. Which reflects the 36.8 million Internet users who go online for an average of 29 hours a month*, meaning the Internet will truly be free for the end users.

Suneet S. Tuli comments “There is a still strong consumer demand for a device that is truly portable, delivers the real web into the palm of your hand, is free for the average user and doesn’t tie consumers into monthly contracts or fees.”

Both the PocketSurfer3 and PocketSurfer3 Lite include all the best elements of the PocketSurfer2 series, delivering the full power and original graphic intensity of the internet rapidly and wirelessly to the palm of you hand, for free. An embedded high performance GPRS antenna and SIM card means that users do not need to rely on Wi-Fi hotspots and can connect to the internet quickly and easily, wherever a mobile phone signal is available, at home and abroad. Due to Datawind’s patented acceleration technology, page load times are faster than any other handheld device on a mobile network at five to seven seconds per page.

The PocketSurfer allows users to browse the web in its original HTML layout, with full graphics, Java support and other complex web functionality on a full colour, five-inch 640 x 240 TFT screen. The PocketSurfer3 also has a touchpad mouse pointer that greatly improves navigability around the screen. With the full format, backlit QWERTY keyboard users can take full advantage of a variety of web based services that are supported including instant messaging and email. With built in GPS, the PocketSurfer3 can also transform itself into a fully featured personal navigation device.

Datawind’s free-usage model eliminates the complexity of purchasing mobile web devices by eliminating lengthy contractual payments, activation fees and credit checks. With the PocketSurfer3 and PocketSurfer3 Lite, you pay for the device not the usage which includes 30 hours of free surfing a month. The PocketSurfer3 can be activated by the user right out of the box. Best of all, for the average user, there are no monthly fees – those are paid by DataWind. Unlimited internet usage is only £5.99 a month and unlimited usage for the lifetime of the product is a one off payment of £59.99

- Ends -

Pricing and availability

The PocketSurfer3 is priced at £199.99 and the PocketSurfer3 Lite is priced at £159.99 and is available now.

- „ Basic usage (30 hours per month) is included for the first year, and requires no additional fees.
- Basic usage for the second year would cost a maximum of £29.99 for the whole year.
 - Heavy users can opt for unlimited access for only £5.99 a month.
 - Upgrade to unlimited use of the internet for the lifetime of the product for £59.99.

Features:

For further information, or to request NFR units for review, please contact sophie@raniericoms.com or Louise@raniericoms.com

About DataWind – www.DataWind.com

DataWind is a leading provider of wireless web access products and services. Based on several international patents, DataWind's breakthrough technologies solve the bandwidth limitations of cellular networks by accelerating content delivery by factors of 10x to 30x. DataWind headquarters are based in Montreal, Canada as well as having a London office.

*** Statistics by Marketing Charts, 03 June 2009**

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