

Pink Edition Sony K770i Released on Vodafone - Sony Ericsson K770i Pink



A new Pink colour variant of the popular Sony Ericsson K770i has now been launched exclusively on Vodafone in the UK, we review the new Sony K770i Pink and explain the pros and cons of a network exclusive launch for this phone.

Sept. 15, 2008 - [PRLog](#) -- Sony Ericsson have now released a new colour scheme of their 3G enabled K770i, the new Sony K770i Pink has been launched on the Vodafone network in the UK and is available on the full range of Vodafone tariffs.

The Pink Sony Ericsson K770i offers exactly the same feature set as the other colours in the series which now includes, Black, Brown, Ivory, Purple and Silver, the new pink edition simply exchanges the outer casing for a new female orientated pink finish.

Sony K770i Pink Deals: <http://www.phoneslimited.co.uk/Sony+Ericsson/K770i+Pink.html>

As a rule, pink mobile phones have adjusted to market pressure over the past months, originally the only pink models available were budget handsets with little or no features and very low technology specifications, however this is now changing and the manufacturers are now releasing more and more female specific handsets with the same technology as the top selling models.

A typical example would be the groundbreaking Blackberry 8110 in pink, this phone alone caused waves of forum and blog praise for finally giving women a phone that not only suited their personality but was packed full with useful technology not seen in a pink phone before - the motto of the story? "Girls love gadgets too!"

The new Sony K770i pink is unfortunately a network exclusive for Vodafone, this means that consumers will only be able to connect the handset to that one network during the limited time launch period before the other network operators start to receive stock.

Sony K770i Black Deals: <http://www.phoneslimited.co.uk/Sony+Ericsson/K770i+Black...>

This obviously has its downsides as consumers will only have the choice of Vodafone tariffs to choose from, however the network has also released the pink Sony Ericsson K770i on Pay As You Go which

means that the phone can be purchased without having to sign up to a lengthy contract deal and also negates the need for a credit check which many struggle to pass successfully.

Featuring the well known Cyber-shot brand of camera the pink Sony K770i comes with a quality 3.2MP camera with flash, autofocus, digital zoom and built-in "photo fix" application to help you get the perfect picture every time.

The Pink Sony Ericsson K770i comes with a built in 3.2 mega pixel camera which enables you to take pictures while on the move. It's great you only need to carry one device around with you.

Why carry a mobile phone and a digital music player around when you can carry both inside your mobile phone? We're no longer talking about a couple of songs either, these days many mobile phones, like the new pink K770i have large in-built memory and most allow for high capacity memory cards to be inserted, which means your journeys to work can be filled with song.

Sony K770i Deals: <http://www.phoneslimited.co.uk/Sony+Ericsson/K770i.html>

The Sony K770i Pink also has Bluetooth technology for voice and data. This means you can connect wirelessly with other Bluetooth enabled devices such as headsets, laptops and PDAs.

Although in its initial exclusive launch period, the Sony Ericsson K770i Pink will eventually make its way onto further networks, the launch period can last just a couple of weeks right up to a couple of months so for those wanting the phone on a different network to Vodafone there could be a long wait in line.

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