



Be **'Bold'** with the new **Phones 4u**

From this August, Phones 4u will be offering its customers the [BlackBerry® Bold™](#), the top of the line [BlackBerry®](#) smartphone that features premium design and unprecedented performance for style, hassle free living and quality entertainment.



Crafted from premium materials, inside and out, the [BlackBerry Bold](#) radiates elegance. Featuring a lustrous black exterior, satin chrome finished frame and stylish leatherette backplate, plus a stunning display, sophisticated user interface and newly designed full-QWERTY keyboard, the BlackBerry Bold allows you to easily manage your day.

With all the applications that users expect from a [BlackBerry smartphone](#) including email, phone, messaging, organizer and browser, plus integrated Wi-Fi® and GPS, as well as support for tri-band HSDPA high-speed networks around the world, the [BlackBerry Bold](#) makes keeping in touch a breeze.

With this powerful new smartphone, users can even talk on the phone while sending and receiving email or accessing the web, and download Word, Excel or PowerPoint files and edit them directly on the handset using the preloaded DataViz® Documents to Go® software suite.

The [BlackBerry Bold](#) also features a host of multimedia applications to keep you entertained whilst on the go. It comes with a 2 megapixel camera, video recording capability, built-in flash and 3 zoom levels. The advanced media player can display pictures and slideshows quickly, play movies smoothly in full screen mode, and manage an entire music collection. Audio can be played over the handset's dual speakers in rich, stereo sound, and when using headphones or external speakers, the media player gives the user an equalizer with 11 preset

filters – like "Lounge", "Jazz" and "Hip Hop" – that boost or soften audio ranges to create the perfect ambiance.

For managing music and video, the [BlackBerry®](#) Desktop Manager software includes Roxio® Media Manager for [BlackBerry®](#) as well as Roxio Photosuite® 9 LE, which makes it easy to enhance pictures and create photo albums on the computer. For users that manage their collection with iTunes®, the new BlackBerry® Media Sync application provides a simple way to sync iTunes digital music collections with the smartphone*. Support for High Speed USB 2.0 allows files to be transferred quickly between a desktop computer and the BlackBerry Bold smartphone.

Through its integrated GPS, the BlackBerry Bold smartphone can pinpoint its exact location, supporting applications like BlackBerry® Maps and for geotagging pictures, as well as other location-based applications or services.

Phones 4u are offering this new addition to their BlackBerry smartphone range from free on selected networks and tariffs. To view the BlackBerry range, visit <http://www.phones4u.co.uk>. So, be bold and go and get yours!

About Phones 4u:

In 2008, [Phones 4u](#) won the Mobile award for Best Retailer in the UK. Phones 4u is an independent mobile retailer, offering all networks and handset manufacturers' products. It is part of the Staffordshire-based 4u Group, and the Group CEO is Tim Whiting. Leading the way in the mobile industry through its excellent customer service, award-winning advertising and differentiated in-store experience, [Phones 4u](#) has over 440 stores and is still rapidly growing. Phones 4u employs circa 6,000 people. Phones 4u recognises that buying a new phone can be a complex and confusing affair. Phones 4u cuts through this confusion with its unique consumer consultation process, resulting in accurate, impartial advice and a package that is right for each customer. As a result it sells more new contracts than anyone else on the High Street. <http://www.phones4u.co.uk/>

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