

# Mobile phone breaks the records

By LIM CHIA YING

**M**OST of us today face the problem of not having enough talk-time on our mobile phones due to the short battery life.

It can be frustrating when our phone battery goes flat when we are in the midst of an important conversation.

What makes matters worse is when we do not bring a charger along or when we are out from the office or home and unable to charge our phones.

Taking this issue into account, Philips Consumer Electronics Malaysia has come up with its latest mobile phone called the Philips Xenium 9@9c.

This latest model has entered the Malaysia Book of Records as the first mobile phone with the longest battery life, boasting 14 days of normal usage on a single charge.

An official announcement on this newest Philips phone was held at Sungei Wang Plaza recently to give the press a preview of its technology and the record-breaking feat.

Deputy Domestic Trade and Consumer Affairs Minister Datuk S. Veerasingam and The Malaysia Book of Records managing director Datuk Danny Ooi graced the event.

Also present were Philips Malaysia chief executive officer Rajah Kumar, Smart I-Mobile Malaysia general manager Alex Tan and Philips Consumer Electronics Malaysia general manager Kent Liew.

According to Rajah, the Philips Xenium 9@9c harnesses the power management technology feature and a first-of-its-kind advanced battery.

"The idea and concept for the phone are based on customers' demands," he said.

"Also, you can stop using the phone



A model with the Philips Xenium 9@9c that comes with 14 days of normal usage on a single charge.

for a month without losing all contents and data stored without having to recharge the battery," he said.

In keeping up with the increasingly demanding customer needs these days, the phone is also equipped with a range of executive-friendly features like colour screen, triband GSM network coverage, international clock display as well as composite communication protocols like GPRS, WAP, MMS, and IrDA.

Rajah said the slick and stylish design of the phone also complements the lifestyle of the individuals who are

always on the move.

Besides that, the phone was also designed to be user-friendly.

"Putting aside the robust features and trendy shape, we had to ensure that the phone is user-friendly and is as simple as possible for all users. Apart from this, reliability was also a primary criteria in the designing process," said Rajah.

The phone is priced at RM828.

During the ceremony, it was announced that Smart I-Mobile is the authorised Philips mobile phone distributor in Malaysia.