

**FOR IMMEDIATE RELEASE**

## **FASHION TAKES CENTER STAGE AT CTIA WIRELESS 2007**

*Fashion In Motion Runway Show is the Launching Pad for Dozens of New Global Innovations in Fashion Technology*

WASHINGTON, D.C. March 8, 2007 – CTIA WIRELESS 2007<sup>®</sup>, the world's largest event for the wireless industry, today announced an outstanding lineup of technologically advanced and fashion-friendly innovations from around the world for this year's Fashion in Motion show. CTIA WIRELESS takes place March 27-29 at the Orange County Convention Center in Orlando.

The CTIA Fashion in Motion runway show is a collection of the most innovative and creative products and prototypes in the wearable wireless arena. This couture-style fashion show features the latest wireless devices, accessories, technical textiles, smart fabrics and fashions that are available today, as well as a look at designs of the future. Fashion show times are 11:30 am, 2:00 pm and 4:00 pm on Tuesday, March 27 and Wednesday, March 28; and 11:00 am and 1:30 pm on Thursday, March 29.

"Our annual wireless fashion show is one of the industry's most anticipated events," said Robert Mesirow, vice president of operations and show director for CTIA WIRELESS. "Now more than ever, consumers are personalizing their mobile devices, and designers are exploring new ways to integrate technology and fashion. This year we are thrilled to be hosting so many talented designers and scientists from around the world."

This year's Fashion in Motion sponsors include Samsung, Skinit, T-Mobile, Motorola, La Perla, Alexandra Fede, Nokia, Sony Ericsson, Chatt Plus, Panda International, Digit Wireless, *ELLE*, *ELLEgirl*, Gizmag.com, Peruse, Stylefuture and *USA Today*.

### **Fashion in Motion highlights include:**

#### **Clothing:**

The world-exclusive preview of ***La Perla's ATTRAXIONBRA*** will take place at CTIA Fashion in Motion. La Perla's ATTRAXIONBRA was developed by The La Perla Science Department in collaboration with Alexandra Fede, a European scientific researcher at the forefront of the integration of fashion, technology and science.

The ***Zegna iJacket*** is a luxury sport jacket that integrates outerwear with music and technological innovation. The iJacket features a zip-front style with detachable hood. Eleksen's ElekTex technology is integrated into one of the iJacket's sleeves. While the iPod is safely housed in an interior jacket pocket, the sleeve can operate as a five-button electronic iPod control pad, providing functionality without compromising style.

The UK's largest college of art and design, Central Saint Martins, presents ***Sensitive Shoes***, designed to stimulate pressure points in the feet while walking. The creation of Dr. Jenny Tillotson, director of Scentsory Design<sup>®</sup> at the school's Innovation Center, the shoes contain sensitive pads that correspond with various reflexology points in the foot. The result is an ongoing sensation of healing and massage when the shoes are worn.

***Koyono's Blackcoat Sport*** replaces business casual with business *active*, adding sporting credential to the staid sport coat form. The thoroughly modern sport coat can be

folded and stowed away in your travel case. Eleksen's integrated five-button controls allow for full functionality of your iPod without having to remove it from your coat.

#### **Accessories:**

**Skinit**, the global leader in mobile device personalization, has the largest selection of removable skins, customized to fit thousands of devices including mobile handsets, MP3 players, laptop and desktop computers. Skins come in vinyl, fabric, bling, metallic and more.

**Sensory Design & Technology** (a spinout from Central Saint Martins, University of the Arts London) is introducing **e.Mos**, a small bowling pin shaped wireless badge that detects and repels against mosquitoes, and **eScent**, a similar product that releases fragrances for therapeutic wellbeing. eMos releases small doses of insect repellent via a noise-activated sensor tuned to recognize the sound frequency of mosquitoes, while eScent responds to biological conditions with the delivery of scent in a controlled, preventative or responsive way. Both products come in red and blue.

Another world premier at CTIA Fashion in Motion is the **Chatt Girl handbag** line by Chatt Plus. These stylish leather handbags are designed with ideal pockets for carrying wireless handsets: front pockets are perfect for small phones and the discreet rear pocket holds larger handsets or PDAs. Chatts come in blue, pink, yellow and red. [ChattGirl.com](http://ChattGirl.com) promotes Web safety for stylish and tech savvy girls.

The **Nokia Bluetooth Headset BH-801** is a lightweight and elegant wireless headset with an optional earloop, elegant neck strap, and practical belt clip. It weighs only 11grams, has up to 6 hours of talk time and is exclusively available through AT&T.

The ultra-modern **GTech Professional Messenger bag** is the first iPod control speaker pack with ElekTex smart fabric technology and ultra-thin NXY internal speakers. Other features include a padded laptop compartment, quick-access pocket in front for a phone or PDA, pockets for business accessories and a water bottle. The bag is made of a fusion of 420D Jacquard and 1680D ballistic nylon.

Panda International is debuting its **Panda Leash™** product line with global patent applications, providing the freedom to use and carry your phone without risk of loss or damage. Panda's micro-thin 5" leash attaches to any wireless device and clips to almost anything worn or carried – it even clips to jewelry. The leash stretches easily in use, but stops short of impact if dropped.

#### **Devices:**

The **Belkin SportCommand for iPod** lets you wirelessly control your music while your iPod stays protected. Strap the fabric remote to your arm, store your iPod in your backpack or jacket, and then listen to all your jams while you snowboard or bike. With its weather-resistant durability, the SportCommand is perfect for outdoor activities, such as snowboarding, mountain biking and hiking.

Digit Wireless, creators of the **Fastap™ keypad technology**, will showcase both commercially available and prototype mobile devices that combine style and functionality for a simple user experience that increases discovery, access and usability of today's voice and data services.

Also showcased this year is the **Nokia N95**, an all-in-one multimedia computer with a pioneering 2-way slide concept, integrated GPS functionality and 5 megapixel camera. Designed for high-speed mobile networks, this device makes it easy to watch and record videos, take high-quality photos and upload them immediately to Flickr, browse the Internet, or catch up on email while on the move.

**Samsung** will showcase seven new devices at Fashion in Motion, including feature-rich phones like the **SCH-u740** with its slim form factor and full QWERTY keyboard. This device lets you go from talking to texting with a simple pivot of the dual-hinged display. The **SGH-t629**, a multimedia slim slider, features quad-band technology, keeping users connected wherever they travel, anywhere in the world.

Samsung is all about style with an array of sophisticated new devices, including the silvery **Samsung u540** with a sporty black stripe that belies its high-end, high-tech features such as enhanced voice recognition, Bluetooth and external music controls. The attractive and thin **SPH-m610** is heavy on style and substance with a 2.0 megapixel camera, stereo Bluetooth and a microSD memory card slot.

The champagne-colored **Samsung Trace** comes with a camera and music player; while the sexy and sleek plum-colored **SGH-t509s** features a camera, Bluetooth and IM capabilities. Topping it all off is the Samsung **Black Carbon**, a stylish phone that goes with anything and boasts a 3.1 megapixel camera, a powerful music player and a Microsoft Office file viewer.

**Sony Ericsson**, globally recognized for its line of Walkman music phones, returns to CTIA Fashion in Motion to reveal several new innovative and feature-rich devices.

**T-Mobile** is introducing five new phones at this year's Fashion in Motion. The **MOTORIZR** slides open to reveal an array of features, including a 2 megapixel camera and music player. The **MOTOKRZR** has a unique reflective finish, perfect for a night on the town. This slim flip phone comes with a 2 megapixel camera, music player, and stereo Bluetooth and is available from T-Mobile.

Motorola and T-Mobile partnered with one of the most recognized names in high fashion to deliver the runway-ready **MOTORAZR V3i Dolce & Gabbana**, available exclusively from T-Mobile. Draped in a luxurious gold finish, with a Dolce & Gabbana logo, the phone unites elegance and attitude with the signature design of the MOTORAZR.

T-Mobile is showing the **MOTORAZR V3 Miami Ink Collection**, featuring tattoo-inspired designs by Ami James, leading tattoo artist on TLC's hit television series "Miami Ink." The phone comes in magenta with a Cherry Blossom Tattoo laser-etched design on the smooth brushed aluminum surface, giving consumers a new twist on the world's best-selling mobile handset.

The **Nokia 5300 XpressMusic**, available exclusively in the U.S. from T-Mobile USA, puts your tunes and your "Faves" at your fingertips with T-Mobile myFaves service. This white slider phone with lilac or black trim lets you easily listen to favorite songs or play them out loud on the external speaker. T-Mobile offers three free downloads with each phone purchase from Yahoo! Music Unlimited™, the exclusive music partner for the Nokia 5300 XpressMusic and includes a memory card preloaded with music by hot new artists, Paolo Nutini and the Teddybears.

#### **Content:**

From the publishers of *ELLE* and *ELLEgirl* are two free mobile Internet sites for fashionable women and teens on the go, accessible from any Web-enabled mobile device. **ELLE Mobile**, located at [wap.elle.com](http://wap.elle.com), delivers breaking fashion news, beauty trends and tips, complete runway coverage, horoscopes, celebrity interviews and more. **ELLEgirl Mobile**, found at [wap.ellegirl.com](http://wap.ellegirl.com), details the hottest stories in fashion, beauty and pop culture with beauty secrets from the stars, juicy celeb gossip, interviews with pop icons and it-boys, music and TV show reviews, real-life teen stories, horoscopes and more.

### **Fashion & Technology Education Session**

Those interested in the design aspect of mobile handsets should attend Fashion in Motion: Design Aesthetic and the Mobile Handset on March 28 at 1:00 pm in Room 308 C&D at the convention center. This panel session explores the fashion and style strategies of carrier and device manufacturers and what is being done to take premium phones to the next level. Speakers include Michael Gallelli, director of product marketing for T-Mobile USA and Max Yoshimoto, director of Global Design Strategy – Consumer Experience Design Group at Motorola. The session moderator is Ed Baig, consumer technology columnist for *USA Today*.

### **About CTIA WIRELESS 2007**

As the premiere global event representing the \$500 billion global wireless industry and the largest wireless show in the world, CTIA WIRELESS 2007 brings together all industries affected by wireless technology for three days of intense learning and networking. Visit [www.ctia.org/ctiawireless](http://www.ctia.org/ctiawireless).

CTIA-The Wireless Association is the international association for the wireless telecommunications industry, representing carriers, manufacturers and wireless Internet providers. Visit [www.ctia.org](http://www.ctia.org).

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