Fully-Featured LG VX10

Features

- 1XRTT/Tri-Mode (800 MHz AMPS/800 MHz CDMA/1900 MHz PCS Operation
- Get It Now
- 2.5mm headset jack to accept universal hands-free headsets
- Caller ID ringers
- CMX MIDI sound for ringers and games
- Internal and external LCD display with time/date and caller ID
- Web browser
- CDMA data capable
- 2-Way text messaging
- Scheduler for maintaining appointments
- Up to 6 entries for 199 important contacts
- Express Network capable (Mobile Office kit sold separately)
- 4-way navigation key
- 19 ringer tones plus vibrating alert
- Calculator
- Bilingual (English & Spanish)
- 1-Year limited warranty

Specifications

- Dimensions: 3.3" x 1.8" x .97"
- Weight: 3.8 ounces
- Standard Lithium Ion (900 mAh) Battery:

Mode	Usage	Standby
Digital	Up to 180 minutes	Up to 110 hours

The Wireless Devices Group is pleased to announce the introduction of the LG VX10 to the product line-up. Launch date is based on depletion of existing VX1 inventory.

Innovative and one of the smallest and lightest tri-mode handsets on the market, the **LG-VX10** also includes Get It Now. Now you can download ring tones from the network to the phone. In addition to Get It Now, this handset offers a full graphic LCD display with 7 lines of text and 1 line of icons, 19 ring tones and vibrating alert. The stylish inside display allows clearer mobile web browsing and message review, while the outside display allows you to check your caller ID on incoming calls without opening the phone. With 1XRTT technology, the **VX10** allows for data transmissions speeds capable of bursting up to 144 kbps on the 1X network. With the click of a few menu choices, you can start to enjoy the unique applications and benefits the **VX10** has to offer.

get tones℠

Headset Jack →

7 Lines of Text and 1 Line of Icons →

2-Way SMS →

4-Way Navigation Key →

Voice Mail →

Battery Performance Std: up to 180 min/110 hrs →

19 Ringer Tones Plus Vibrating Alert →

← Retractable Antenna

← Web Browser

← Dual LCD Screen

← Caller ID for Ringers

← Up to 6 Entries for 199 Contacts

← Calculator

← Scheduler

Product and Dummy Skus (Vision ID is 3043)

SYSTEM	Airtouch	BAM	Dummy Units
DYMAX	LG-VX10AT	LGVX10BM	TM520DPS
RT-RETAIL	PLGI0010	PLGI0010B	ZLGI0061

FRU Codes

SYSTEM	Airtouch FRU	BAM FRU
DYMAX	FRULGVX10AT	FRULGVX10
RT-RETAIL	-	OLGI0010B

Standard Packaging

Each VX10 phone is packaged with:

- Lithium-Ion Battery (900 mAh)
- Standard Holster
- AC Mid-rate Desktop Charger
- User Guide
- Warranty Card

National Retail Price

2 Year	1 Year	FREEUP
$199.99	$229.99	$229.99

(Accessories are also compatible with the LG VX1)

CLA - Rapid Charger AW	**Travel Charger** Superior	**Desktop Charger - Single Port** Superior	**Standard (900 mAh.) Lithium-Ion Battery** Superior	**Extended Lithium-Ion Battery (1400mAH)** Superior	**Standard Non-Swivel Holster** Superior	**Leather Case with Swivel** Andrew
$29.99	$29.99	$34.99	$59.99	$79.99	$14.99	$19.99
DYMAX - 31-0107-01-VW RT - ZLGI0068P	DYMAX - 94466 RT - ZLGI0062P	DYMAX - 94494 RT - ZLGI0057P	DYMAX -94451 RT - ZLGI0058P	DYMAX - 94452 RT - ZLGI0059P	DYMAX – 94453 RT - ZLGI0060P	DYMAX - 34-0413-01-VW RT - ZLGI0069P

Combo Pack - CLA & Case Andrew	**Hands Free Combo -** Superior	**Hands free CLA** Andrew	**Mobile Express Kit With CD Rom and USB Cable** Superior	**Install HF Kit (Base Only)**	**Replacement Antenna** Superior
$39.99	$59.99	$69.99	$79.99	$199.99	$9.99
DYMAX - 36-0159-01-VW RT - ZLGI0070P	DYMAX -01486 RT - ZLGI0071P	DYMAX - 94450 RT - ZLGI0063P	DYMAX- 91090 RT- ZLGI0066P	DYMAX- 94457 RT- ZLGI0073P	DYMAX- 94445 RT- ALGI0006

Support Tools

Launch Kits
LG will be sending launch kits to all Verizon Wireless direct locations the week of 9/9. There will be no dummy units included since existing VX1 units will be utilized.

Store locations may use the literature, product sheets, accessory brochures, data brochures, t-shirt, and other training materials internally. Manufacturers literature should not be displayed or presented to customers.

Product Positioning
In the Standard-Plus-Premium sales strategy, The VX10 is positioned in the sales environment and to the customer as "Premium".

Merchandising
Call out cards are available for the VX10 in the collateral warehouses. Please check with your Area Merchandising Contacts if you need additional cards. The code for the call out card is VX10CPE 09/02 C7451.To view an adobe Acrobat file of the VX10 Call out card, click on the link below:

VX10 Call Out Card

Placement
For placement of the VX10 in the Verizon Wireless Communications Stores, please refer to the Handset Placement for all slatwalls document found on the Verizon Wireless Intranet Retail Information Site. Just click on the below to view:

Retail Information Center

Product Literature
Product Literature for the VX10 is available in the collateral warehouses. To obtain literature, please follow Area Procedures. The literature code for the VX10 is LGVX10 08/02 C7454. To view an adobe Acrobat file of the VX10 Literature, click on the link below:

VX10 Buckslip

Product Training
Should you require any product training or support, please contact the LG Corporation Account Manager for your Area.

NE Area	Teresa Cangialosi	(201) 988-3325
	Ken Bagwell	(919) 779-1504
MW Area	Jim Grothjan	(513) 245-2027
South Area	Michael Rickert	(772) 784-8190
	Frank Graham	(713) 690-4668
West Area	Bill Vlahandreas	(707) 537-7888

Wireless Devices Web Site

For additional information see the Equipment Guide It is an information packed resource that provides current line-up feature information, competitive device comparisons, step-up sales tools, user manuals, text messaging and web browsing instructions as well as other useful links and information.

Click on the link below to access the InfoManager Equipment Guide:

http://mkt.ct.vzwcorp.com/marketing/departments/WEP/

Manually Programming the VX10 To enter the basic service programming mode and program the VX10: 1. Power on the phone 2. Press the **Menu** key, Press the **0 (Zero)** key. 3. Enter **000000** (Six Zeros) 4. Screen will display **Service** with 4 options 5. Press the **1** Key to enter the Service Programming Mode. 6. The ESN will appear. Press the soft key under **OK**. 7. Enter the 10-digit phone number. Press the soft key under **OK.** 8. Enter the NAM 1 Home SID. Press the soft key under **OK.** 9. Enter the NAM 1 Home Name. Press the soft key under **OK.** 10. Display will read, "Basic NAM 1 programming is complete." [EXIT] [MORE] 11. Press the soft key under [Exit]. 12. Display will read "Exit Service Programming" and then disappear. Phone will power down, and power back up.	**How to Access the Internet** The VX10 is Web Browser capable, and can be accessed by pressing the 0 (Zero) key on the bottom of the keypad until the Web Browser page is displayed. An alternate method to access the Web Browser: **1.** Press Center Navigation Key Upward **2.** Press Center Navigation Key to the Right **3.** Press 1 to Start Web Browser
Text Messaging 1. Press Center Navigation Key up 2. Press 2 Key 3. Enter destination phone number 4. Press Left soft key, and select Continue 5. Enter message 6. When finished, press left soft key and select Send	**OTA Instructions** 1. Perform the usual billing system activation procedure **2.** Power up the phone and enter the Star Code, ***228 + [send],** on the handset 3. The following audio message will be heard: "Welcome to Verizon Wireless' Over The Air programming. This call is airtime free. Press '1' to program your phone. Press '2' to update your roaming capabilities." Note: Programming will take up to 2 minutes. Should the programming exceed 45 seconds, the following audio message will be repeated at 25 second intervals: *"Please continue to hold. Your phone is being programmed."* You will hear an audio message once the phone has been successfully programmed.

Features	Advantage	Operation
WAP Enabled Web Browser	**Internet Access;** **Send/receive e-mail, get stock quotes,** **movie listings, etc.**	**Press center navigation key up, Press center navigation key to the right, Press 1 key, or press and hold 0 (Zero) key.**
Two way SMS/T9 assisted text entry software	**Receive and respond to text messages**	**Press center navigation key up, Press 2 key, and enter destination phone number to begin process**
CDMA data	**Microbrowser, PC connectivity, Palm connectivity, 1-XRTT Technology**	**Press soft key under Menu, Press center navigation key to the right to Features, Press 1 key to enter Data Settings, Press 1 key to Data/Fax Settings, toggle center navigation up or down for data call.**
Stores up to 6 entries for 199 important contacts	**Easy access, multiple listings, and speed dialing**	**Enter number manually, Press soft key under Options, Press 1 key to save. Additional entries are, location of stored entry, number type.**
Productivity tools: Scheduler	**Organized and efficient; tools that help manage your activities**	**Press soft key under PIM, Press center navigation key to the right to Scheduler, choose item.**
Large bit-map display with outside display for Caller ID	**Clear, easy to read**	**Always on.**

Shipping Information

Distribution Center	DCs will have as of	Total
West Chester		
Airtouch	**N/A**	**N/A**
BAM	**09/23/02**	**27,300**
	09/25/02	**13,4400**
Total		**40,740**
Memphis		
Airtouch	**09/23/02**	**3,550**
BAM	**09/23/02**	**17,360**
Total		**20,910**
CTDI Ontario		
Airtouch	**09/23/02**	**8,730**
BAM	**09/23/02**	**2,880**
	09/24/02	**1,600**
Total		**13,210**
Total		**74,860**