

The Wireless Devices Group is pleased to announce the introduction of the LG VX4400 to the product line-up on January 23rd.

The new LG VX4400 is a sleek, lightweight personal communication system with added features for the person on the go. With the large external LCD, you can see who's calling without even opening the phone. With Express Network high-speed data, you always have a quick link to the Internet. The VX4400 features an embedded Global Positioning System (GPS) chip necessary for utilizing the E911 emergency location safety feature, as well as other location-based services, such as driving directions, traffic reports and entertainment services as they become available. With Get It Now service, you can download popular ring tones, play your favorite games, and find the best restaurants in town. Get what you want, when you want it. Get It Now!



Headset Jack →

Up to 8 Lines of text, 65K STN Color Display →

2-Way SMS →

External Caller ID →

Voice Mail →

Voice-Activated Dialing →

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



← Retractable Antenna

← Web Browser

← 26 Ringer Tones Plus Vibrating Alert

← 199 Phone book entries

← Get It Now Applications

← E 911 Capable

Product and Dummy Skus (Vision ID is 3084)

SYSTEM	Airtouch	BAM	Dummy Units
DYMAX	LG-VX4400AT	LG-VX4400BM	LG-VX4400DP
RT-RETAIL	-	PLGI0012B	ZLGI0101

FRU Codes

SYSTEM	Airtouch FRU	BAM FRU
DYMAX	FRULGVX4400AT	FRULGVX4400
RT-RETAIL	-	OLGI0012B

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Standard Packaging

Each VX4400 is packaged with:

- Lithium-Ion Battery (950 mAh)
- One slot desktop charger
- Holster with belt clip
- 1
- User Manual



<u>VPC- Vehicle Power Charger</u> <p style="text-align: right;">\$29.99</p> <p>DYMAX-19221 RT- ZLGI0067P</p> 	<u>Travel Charger</u> <p style="text-align: right;">\$29.99</p> <p>DYMAX-94466 RT – ZLGI0062P</p> 	<u>Desktop Charger w/Power Supply –In Box</u> <p style="text-align: right;">\$39.99</p> <p>DYMAX- DCHLG4400 RT – ZGI0094P</p> 	<u>Standard Slim Lith Ion Battery (950 mAH) In Box</u> <p style="text-align: right;">\$39.99</p> <p>DYMAX- BATSLG4400 RT- ZGI0095P</p> 	<u>Battery XT Lith Ion (1400 mAh)</u> <p style="text-align: right;">\$59.99</p> <p>DYMAX-BATXLG4400 RT- ZLGI0096P</p> 	<u>Hands-Free Combo</u> <p style="text-align: right;">\$59.99</p> <p>DYMAX-01486 RT- ZLGI0071P</p> 
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<u>Hands-Free VPC</u> <p style="text-align: right;">\$69.99</p> <p>DYMAX-94450 RT – ZLGI0063P</p> 	<u>Combo VPC and Lambskin Leather Case</u> <p style="text-align: right;">\$39.99</p> <p>DYMAX-COMLG4400 RT – ZLGI0098P</p> 	<u>Mobile Office Kit</u> <p style="text-align: right;">\$69.99</p> <p>DYMAX - MOBLG4400 RT – ZLGI0104P</p> <p style="text-align: center;">Coming Soon!</p>	<u>Lambskin Leather Case With Swivel</u> <p style="text-align: right;">\$19.99</p> <p>DYMAX-CASLG4400 RT – ZLGI0097P</p> 	<u>Holster In Box</u> <p style="text-align: right;">\$14.99</p> <p>DYMAX-HOLLG4400 RT – ZLGI0102P</p> 	<u>Replacement Antenna</u> <p style="text-align: right;">\$9.99</p> <p>DYMAX-ANTLG4400 RT – ALGI0009</p> 
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Support Tools

Launch Kits

LG will send Launch Kits to all Verizon Wireless Direct locations the week of January 6th.

Launch kits contain a specifications sheet, pocket guide, training manual and one **VX4400** Dummy Unit. Store locations may use the **VX4400** dummy units in the kits to immediately merchandise their locations for the **VX4400** launch.

If your location does not receive a Launch Kit, please contact your Area Merchandising Manager for a replacement kit.

Store locations may use the literature, product sheets, accessory brochures, data brochures, and other training materials internally. Manufacturer's literature should not be displayed or presented to customers.

Product Positioning

In the Standard-Plus-Premium sales strategy, The VX4400 is positioned in the sales environment and to the customer as "Premium".

Merchandising

Call out cards are available for the VX4400 in the collateral warehouses. Please check with your Area Merchandising Contacts if you need additional cards. The code for the call out card is VX4400CPE 09/02. To view an adobe Acrobat file of the VX4400 Call out card, click on the link below:

[VX4400 Call Out Card](#)

Placement

For placement of the VX4400 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](#)

Global Positioning Strategy

This new headset contains an Embedded Global Positioning System (GPS) chip necessary for utilizing the E911 emergency location safety feature in the future as the public safety network is built to support the service. To learn more about this emergency location feature as well as other location based services, click on the link below:

[GPS Q&A](#)

Product Literature

Product Literature for the VX4400 will ship directly to the stores and will arrive January 21st. To obtain literature, please follow Area Procedures. The literature code for the VX4400 is LG VX4400 01/03 C7588. To view an adobe Acrobat file of the VX4400 Bucksip, click on the link below:

[VX4400 Bucksip](#)

Product Training

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

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

Wireless Devices Web Site

For additional information visit the InfoManager Equipment Guide; 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://infomanager.vzwcorp.com/marketing/departments/wep/Index.asp>

Color Devices Sales Tool


Click on the link below to view the color display sales tool:

[Color Devices Comparison](#)

Helpful Hints

<p><u>Manually Programming the VX4400</u></p> <ol style="list-style-type: none"> 1. Press 'menu' + 0 and press "000000" 2. Press '1' key for entering Service Programming 3. Press 'ok' (Read only) 4. Input the NAM 1 PHONE NUMBER and press 'ok' 5. Input the NAM 1 HOME SID and press 'ok' 6. Input the NAM 1 NAME and press 'ok' 7. If you want to enter more than one item, Press 'More' soft key, otherwise Press 'EXIT' soft key 8. Press 'EXIT' again. Basic NAM programming is complete 	<p><u>IP Address Programming</u></p> <ol style="list-style-type: none"> 1. Press menu + 0 and enter service code 000000 2. Press 9 for WAP Setting 3. 4 items will be displayed on the LCD screen 4. Press 1 for IP Setting 5. Press 2 for Port Setting 6. Press 3 to clear link information 7. Press 4 to clear cache and then the phone is to be reset
<p><u>OTA Instructions</u></p> <ol style="list-style-type: none"> 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." <u>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."</u> You will hear an audio message once the phone has been successfully programmed 	<p><u>How to send a Text Message</u></p> <ol style="list-style-type: none"> 1. Press the up arrow on the center navigation key 2. Press 2, Send Msg 3. Enter an SMS phone number to Send to 1 4. Select Continue in option menu 5. Enter a message in the content entering stage 6. Press Send in Option to send the message
<p><u>How to access the Web</u></p> <ol style="list-style-type: none"> 1. Press Soft key 1 to select Menu. 2. Press 7, Wireless Web 3. Press 1 Browser start 4. Select Soft Key 1 for Yes or Soft Key 2 for No. After a few seconds you will see the home page 	

Features/Advantages/Operation of the VX4400

Features	Advantage	Operation
WAP Enabled Web Browser	Internet Access; Send/receive e-mail, get stock quotes, movie listings, etc.	Press the Web on the navigation key while in standby mode to quickly launch the browser
Two way SMS/T9 assisted text entry software	Receive and respond to text messages	Press the up arrow on the center navigation key Press 2, Send Msg Enter an SMS phone number to Send to 1 Select Continue in option menu Enter a message in the content entering stage Press Send in Option to send the message
Voice Activated Dialing	Safe, convenient way to dial people	Press soft key 1 then 7 to select voice services Press soft key 1 to select a number to add a voice tag to and press OK
Built-in Personal Information Manager	Organized and efficient; tools that help manage your activities	Press soft key 1 Scroll down to 7 and press OK Select from the following tools: Schedule, Alarm Clock, Notepad, Voice Memo
Get It Now 	Grants access to games applications, and special features	Press down on the Center Navigation Key. Press OK to start up Get It Now
GPS	Ability to pinpoint handset location through GPS technology	For GPS Mode press soft key 1, then 8 for Settings Scroll to 8 and press OK Choose either Location On or E911 Only

Shipping Information

Distribution Center	DCs will have as of:	On hand as of today:	Total
West Chester	1/13	1/9	
VX4400 BAM	17,920	7,680	
Total			25,600
Memphis	1/13	1/9	
VX4400 Generic	23,038	15,346	
Total			38,384
CTDI Ontario	1/13	1/9	
VX4400 BAM	4,160	0	
VX4400 AT	14,400	0	
Total			18,560
Total	59,518	23,026	82,544