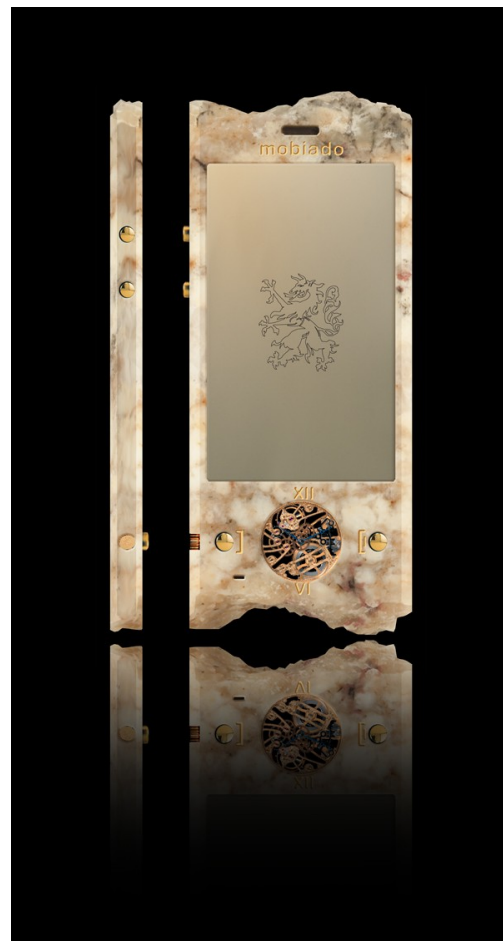


MOBIADO CPT001 CONCEPT PHONE: DESIGN IN MOBILITY.

Vancouver, Canada – April 6th, 2010: The CPT001, both an objet d’art and a phone concept, highlights the creativity of Mobiado. With its long and prestigious history of being innovative, Mobiado is considered the hallmark of some of the most famous mobile phones ever created. With these creations we have written some of the most important chapters in the history of luxury mobile phones:

- **2004:** The Professional was the first CNC machined phone to be created from aircraft aluminum.
- **2005:** The Professional EM was the first exotic wood phone to be produced.
- **2007:** The Luminoso was the first phone to use sapphire crystal buttons and the first 3G luxury phone.
- **2008:** The Professional 105ZAF was the first phone to have its entire front and back created from sapphire crystal...the Professional 105GMT was the first mechanical watch phone.
- **2009:** The Grand 350PRL was the first 3.5G and full keyboard luxury phone, and the first phone to use mother of pearl...and the Grand 350 Pioneer was the first phone to use meteorite.



Mobiado is consistently guided by a philosophy of doing things differently, and this principle has now given rise to the CPT001 concept phone. Staying on the cutting edge of design required the freedom to push the limits of what a luxury phone can be. The CPT001 is made from one piece of solid marble with gold filled engraved letters and details. The touch screen is made from a single large piece of sapphire. The buttons and watch crown are made from solid gold, with a magnificent gold skeleton mechanical watch movement placed between the Call and End buttons.



The use of marble is an ode to grand marble statues of the renaissance era. To some the concept of a marble phone may seem unusual; however it is this type of unique “out of the box” thinking in design and materials that allows creation and innovation to evolve. The purpose of a concept is to push the boundaries of invention, allowing concept ideas to be identified for future production designs. Mobiado’s passion for the avant-garde is an essential element of its DNA and history, and the driving force of its R&D strategy.

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