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## [Neo is Launching Its First Mobile Phone](#)

*And a new design concept*

**Neo**, a new mobile phone company, is set to launch a new generation of mobile phones that are fashionable to own and technologically advanced to use. Pushing the limits of phone design, Neo will be launching its first mobile phone, the 808i that will be sleek and stylish. Measuring only 65mm x 40mm x 13mm and weighing less than 90g, the 808i model will be one of the smallest and lightest phones in today's marketplace. Despite its small size, the phone will pack in great features like a 1.3 MP camera, **Bluetooth**, MP3 & MP4 player, WAP capability and a memory slot expandable to 2 GB. Each phone will come with a built-in 128mb storage and a free 128mb micro SD card. Neo is dedicated to launching new and innovative designs into the market. Pallav Patel, President of Neo Products Limited, says, "*Neo phones have a look that will set them apart from all other phones. We believe that phones need to be more than just a necessity; they have to be an extension of our personalities and be a USEFUL fashion accessory instead. We all want phones with the latest technology. Neo encapsulates that technology within a distinctive shell. We don't intend to be just another mobile phone brand that will be lost amongst the crowd. We are introducing a fresh, innovative and dynamic new brand; whose primary focus is - "**Your Style**". Being Neo's ethos, "**Your Style**" is the backbone of all our creations. And it is this approach that will keep our customers wanting to see what's next.*" Neo also plans to launch a new line of phones with **WiFi** and 3G capabilities in the second quarter of 2007. Currently in talks with global distributors and networks, Neo phones are slated for a March 2007 launch in the Middle East and will be available in Europe by April.