

10 October 2007

By: Elena Balan, Communications News Editor



Girls Aloud and the purple Samsung F210 campaign

[Purple Music with Girls Aloud Samsung F210](#)

Purple is the new pink, they say

Girls Aloud have teamed up with Samsung for some while now to bring the F210 music phone in a fresh and colorful campaign. The pop girls' band will be the image for this handset and will also bring their music on the limited edition purple version of it. The high number of purple mobile phones has good chances of matching the huge number of pink ones at this rate. Samsung painted its F210 mobile [phone](#) purple and instantly made it special enough to stand a great release on the European market, next to the Girls Aloud name. This should turn out being a great handset, to make it worth the trouble of releasing a limited edition and advertise its release at this extent. Samsung F210 will have a display with a resolution of 128 x 220 pixels, a low one by any standards, but great for this handset's shape. It also packs a 2 megapixel camera, although captures will look their very best when transferred on a different device and not on this one's small screen. The special purple version of the phone will be available with a 1GB memory card preloaded with Girls Aloud related content including their new single Sexy, No, No, No. Some Girls Aloud fans will surely thrill over this news and, even more, on the fact that Phones 4u is already taking orders for this mobile phone. The purple limited edition [Samsung F210](#) will be released at Phones 4u, with a Vodafone contract in 10,000 units. That's pretty tight and should encourage those who want one but are not quite sure about it to make up their minds fast and take a decision, when it hits stores, on the 12th of October. The handset will also be available at Orange this Christmas, although in its normal pink and blue colors. After all the purple and pink, it's a great thought from the producer to bring out a more manly color as well.