

16 April 2008

By: Florin Troaca, Communications News Editor

MTV3.3  
SRF & MTV

## [The First 3G MTV Phone Comes From France](#)

### *MTV3.3, offered by SRF and ModeLabs*

MTV3.3 is the name of the first 3G-enabled MTV mobile phone, and the third ever MTV phone (as far as we know). The handset comes exclusively from SFR, the second largest mobile operator in France, after Orange, and it's created in collaboration with ModeLabs, the company behind other exclusive devices (the Levi's phone, Hummer HT1 and [HT2](#), or TAG Heuer Meridiist). Obviously targeted for teenagers, or for those who feel young without being literally young, the new phone is a pretty good looking slider dressed in a red / black case. The handset packs a 2.2 inch display, Bluetooth, Media Player with video, Mp3 and AAC support, a 2 Megapixel camera with video recording and, of course, 3G connectivity for high data transfer speeds (to make music downloads, for example, go faster). MTV3.3 also comes with pre-installed MTV content that includes different videos, wallpapers, ring tones made by DJ Cut Killer (hence they're probably hip-hop orientated), an MTV Cribs game and HotScan, an application that provides access to MTV's video news.

MTV3.3 is the second MTV phone released by SRF, after MTV3.0, which was also created together with ModeLabs. Unlike the new handset, the MT3.0 is a candybar that comes with a wide touchscreen display. The first MTV-branded mobile device was introduced back in 2003, in the US, by Virgin Mobile - it was a Kyocera S2 slider model. Sure, after today's standards, the Kyocera slider is "ancient", hence I don't believe anyone uses it anymore. Back to MTV3.3, the handset will be available starting the 23th of April, all over France, through SRF's stores and other retail outlets, for the price of 49 Euros (\$77). Most probably, to get the phone at this price you also need a contract agreement with the French operator.