

# SAMSUNG Alias™ 2 Launch Package

## DESIGN

- Unique 2-way Flip Form Factor
- Magic Keypad with E-Ink Technology
- Keypad changes from a traditional keypad to QWERTY keypad

## CAMERA/CAMCORDER

- 2.0 Megapixel Digital Camera/Camcorder with Night Shot
- Self Timer: Off, 3, 5 or 10 seconds
- Color Effects: Normal, B/W, Antique, Negative, Green, Aqua
- Multi-Shot Mode: Series, Divided, Panorama
- Resolution Adjustment: 1600x1200, 1280x960, 640x480, 320x240, 160x120
- Video Capture & Playback
- Dedicated Camera/Video Key
- Digital Zoom: up to 10 step, depending on resolution adjustment
- Shutter Sound selection

## MUSIC

- Music Player for: MP3, WMA, Unprotected AAC & Unprotected AAC+ formats
- Sync Music from PC to Phone – Create and Manage playlists
- Up to 16GB microSD Optional Removable Memory

## BLUETOOTH

- Bluetooth Profiles Supported: Headset, Handsfree, Stereo, Phonebook Access, Basic Print, Basic Imaging, Object Push for vCard and vCal & Serial Port

## SERVICES

- V CAST Music with Rhapsody (wireless, subscription & PC downloads)
- V CAST Video capable
- Voicemail & Visual Voice Mail Capable
- Mobile Web Capable
- Mobile Email, Mobile Web Mail, Mobile IM, and Chat Capable
- Media Center Capable – Download games ringtones and more
- Text, Picture, Video & Voice messaging with the threaded messaging feature
- VZ NavigatorSM\* & Chaperone Parent/Child Capable
- Premium Plan Capable
- Device Software Update: Download upgrades over the air

## GENERAL

- Voice Commands: Voice Dial, Menu Readout, Digit Dial Readout, TXT Message Readout, & Call Announcement
- Personal Organizer: Calendar with Scheduler, Note Pad
- Tools: Alarm Clock, World Clock, Calculator with Converter, Stop Watch
- Phone book with up to 1000 Entries with multiple contacts
- TTY Capable
- GPS Enable/ E911
- Airplane Mode
- Bilingual User Interface: English/Espanol
- In Case of Emergency Contacts
- Embedded Ringtones, Vibrating Alert & Silent
- Speakerphone
- 2.5mm Headset Jack
- Handset Insurance - Yes

## SPECIFICATIONS

- EVDO Digital Only
- Dimensions: 4.01" x 2.04" x 0.67" with Standard battery
- Screen size: 2.6 inches
- Display: 240x320 Pixel, 262K TFT Color
- # of lines: 8 (portrait), 5 (landscape)
- Weight: 4.34 ounces with standard battery
- Hearing Aid Compatibility = M4
- SAR: Head- 0.541 Body- 1.06
- Usage Time: Up to 300 Minutes OR
- Standby Time: Up to 336 hours

*The Wireless Devices Group introduces the Samsung Alias™ 2 to the Indirect Product line-up. The Alias 2 will launch in on May 11, 2009!*



•**Magic Keypad with E-Ink Technology**

•**Unique 2-way flip form factor**

•**2.0 MP Camera**

•**Visual Voice Mail Capable**

•**V CAST Music with Rhapsody**




The new Samsung Alias™ 2 gives you the convenience of a QWERTY keypad in a unique flip-style format. It has the same dual-hinge design that made original Alias a hit, but Alias 2 adds a touch of magic – a Magic Key keypad using e-ink technology. In phone mode, you see a standard phone keypad. In texting mode, however, the keys magically change into a full, four-row QWERTY keypad. But the magic doesn't stop there. The Alias 2 also has a 2.6" QVGA screen for crisper, clearer viewing, a 2.0 megapixel camera, and dedicated hot keys for one-touch access to some of your most used features like Bluetooth, text messaging, voicemail, camera, voice commands, games and alarms.

SKU/UPC	Mock-Up	Vision
SCHU750HAV 635753476842	U750MOCK	14480

**Each Alias 2 is packaged with:**

- **Standard Lithium Ion Battery (880mAh)**
- **Battery Door**
- **Wall Charger**
- **User Manual**
- **Quick Reference Guide**

# SAMSUNG Alias™ 2 - V CAST Phone with QWERTY Keyboard

<p><b><u>Vehicle Power Charger</u></b> SAM20CONVPC1 (replacing SAM20CONVPC)</p> 	<p><b><u>Travel Charger-In Box</u></b> SAM20CONTVL1 (replacing SAM20CONTVL)</p> 	<p><b><u>Standard Lilon Battery (880mAh)-In Box</u></b> SAMALIAS2BAT</p> 	<p><b><u>Extended Lilon Battery (1600mAh)</u></b> SAMALIAS2BATX</p> 
---	---	--	---

<p><b><u>Extended Battery Cover-Gray</u></b> SAMALIAS2BATXDRG</p> 	<p><b><u>Case Universal</u></b></p> 	<p><b><u>Swivel Holster</u></b> SAMALIAS2HOL</p> 
--	---	---

Launch packet accessories support the initial launch of this device. Accessories and part #'s may change throughout the course of the handset life. Always refer to the accessory section of the Equipment Guide to view most updated accessories listing.  
Click on accessory link found on the Equipment Guide

# SAMSUNG Alias™ 2 Carrying Solutions



*BGSDPCH*



*SUSPCHM2*



*SUSPCHM3*



*BGPCHM1*



*SUSPCHM4*



*SUPCHM1*

# SAMSUNG Alias™ 2 - Bluetooth Headsets

**Jawbone Prime**  
**w/Noise Assassin**  
**Technology**  
JAWPRIMES



Talk time: Up to 6 hours  
Standby time: Up to 350 hours

**Plantronics 232**  
PBT232Z



Talk Time: Up to 8 hours  
Standby Time: Up to 180 hours

**Motorola H695**  
**Bluetooth Headset**  
MBT695Z



Talk time: Up to 8 hours  
Standby time: Up to 200 hours

**Plantronics 390**  
PBT390Z



Talk Time: Up to 7 hours  
Affordable with wind,  
noise, echo reduction

**LG HBM-520**  
LBT520Z



Talk Time: Up to 7 hours  
Standby Time: Up to 250 hours

# SAMSUNG Alias™ 2 - Bluetooth Stereo



Moto Stereo Bluetooth  
Headset

**MBTS305SHS**

- Music Time: Up to 6 hours
- Standby Time: Up to 4 days

# SAMSUNG Alias™ 2 – Hands-free, Music and Memory

## Stereo Headsets



JABSBUDBLK



PLANFLXBOMT25



VZWBUDSHSB1



DIGCRVSHS35/  
DIGCRVSHST35

## Memory Cards – Includes Mini & Full Size Adapters



**TMADP-2GB**  
**TADP-2GB**



**TMADP-4GB**  
**TADP-4GB**



**TMADP-8GB**  
**TADP-8GB**

## Memory Cards Reader



**MCREADERHC**

# Target Markets



## Target Segments & Positioning

- **Primary Segment:** Young Adults, Singles/Couples & FTT (teens)
- Alias2 is a next generation messaging device with a cool dual-hinge form factor and innovative e-ink technology. Full qwerty keyboard makes the phone fun and easy to use.

## Segment Preference

- Aimed at power texters – those whose focus is messaging along with a desire for a handset with leading-edge design. Users also want the device to provide full personalization.

# SAMSUNG Alias™ 2 Hands-free, Music and Memory

## Stereo Headsets



DIGCRVSH535/  
DIGCRVSH5T35



MEH25BLUT35



JABWAVCAE1



PLANFLXBOMT25



MEH50BLKT35



VZWBUDSHSB1



JABSUDBLK



JABSUDSLV

## Memory Cards – Includes Mini & Full Size Adapters



TMADP-2GB  
TADP-2GB



TMADP-4GB  
TADP-4GB



TMADP-8GB  
TADP-8GB

## Memory Card Adapter



MCREADERHC

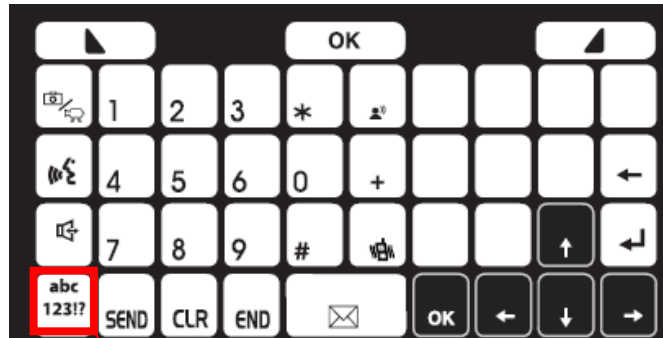
## Universal Portable Speakers



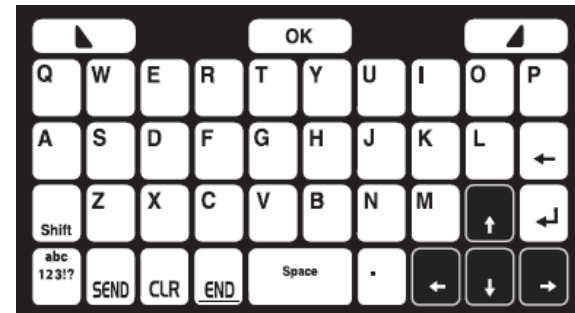
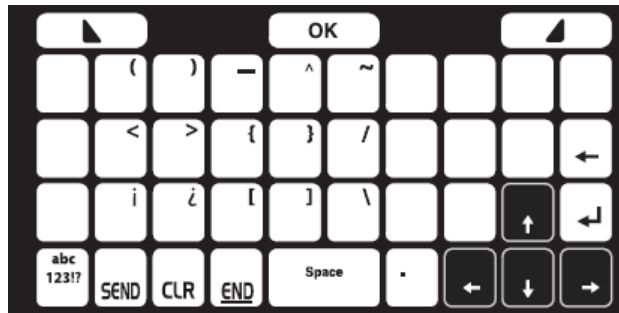
IMT207VZW  
Limited Stock

# Magic Keypad

Your phone can be opened either vertically or horizontally. The keyboard illuminates and changes depending on if the phone is in portrait or landscape orientation. When creating a message press the Text Entry Mode key to change text entry mode.



Text Entry Key



# VCAST Music with Rhapsody

## V CAST Music with Rhapsody® (Subscription, Wireless and PC Downloads)

V CAST Music with Rhapsody is a digital music service that lets you listen to millions of songs from thousands of artists. Discover new and old favorites in an extensive music catalog. Download V CAST Music with Rhapsody to sync tracks, albums, and playlists to your new compatible phone, while managing your existing PC music library all in one place.

### Download music to your PC

1. Open V CAST Music with Rhapsody. Don't have V CAST Music with Rhapsody? Download it for free at [verizonwireless.com/music](http://verizonwireless.com/music).
2. Sign in.
3. Once logged in you can perform anyone of the following actions:
  - Download a PC copy of an over the air purchased track
  - Purchase songs or albums
  - Add subscription music to your libraryTo download PC copy:

- a. Song tracks available for download will pop-up upon log in completion.
  - b. Check the boxes of songs you wish to download.
  - c. Select "Download Tracks".
- To purchase music:
- a. Browse the catalog and select the track or album you wish to purchase.
  - b. Re-enter your password.
  - c. Confirm the purchase and the download will begin shortly.



### To add subscription music:

**NOTE:** V CAST Music with Rhapsody monthly subscription required.

a. Add music to your collection by simply dragging and dropping it to My Library or, if connected, your V CAST Music with Rhapsody subscription capable device (both found under Sources). This can also easily be done by clicking on the Add button next to each song.

4. To play the song or album, you can find it by selecting the My Library tab.

**NOTE:** For each V CAST Music with Rhapsody track you've downloaded to your phone, you can download a copy to your computer at no additional charge

# Memory Storage

The grids on this page indicate an approximate number of songs that can be stored on memory cards ranging from 256MB – 16 GB. Storage capacity depends on the Bit Rates (bits per seconds) listed on the grids.



**64 kbps**  
OTA Music Download

## Memory Card Storage Capacity

256 MB Card	512 MB Card	1GB Card	2GB Card	4GB Card	8GB Card	16GB Card
<b>Approximate # of songs that can be stored</b>						
Up to 120 songs*	Up to 250 songs*	Up to 500 songs*	Up to 1000 songs*	Up to 2000 songs*	Up to 4000 songs*	Up to 8000 songs*

**128 kbps**  
MP3 files

## Memory Card Storage Capacity

256 MB Card	512 MB Card	1GB Card	2GB Card	4GB Card	8GB Card	16GB
<b>Approximate # of songs that can be stored</b>						
Up to 60 songs*	Up to 125 songs*	Up to 250 songs*	Up to 500 songs*	Up to 1000 songs*	Up to 2000 Songs*	Up to 4000 Songs*

**160 kbps**  
Purchased from VZW.com & transferred via cable

## Memory Card Storage Capacity

256 MB Card	512 MB Card	1GB Card	2GB Card	4GB Card	8GB Card	16GB
<b>Approximate # of songs that can be stored</b>						
Up to 50 songs*	Up to 100 songs*	Up to 200 songs*	Up to 400 songs*	Up to 800 songs*	Up To 1600 Songs*	Up To 3200 Songs*

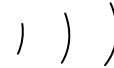
**Note:** Memory Card initialization times depend on the amount of songs saved on the card.

\*Based on a four minute song average

# Bluetooth Pairing

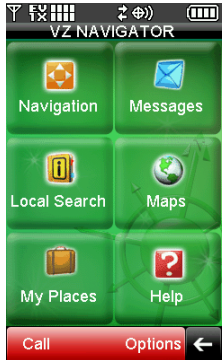
## How to Pair Your Device

1. Open the phone in portrait mode
2. Press the Bluetooth Key to turn Bluetooth on
3. Press OK to enter the Main Menu
4. Highlight Settings and Tools and press OK
5. Press 3. Bluetooth Menu
6. Follow the directions in your Bluetooth Accessory's user guide to set the device into pairing mode and press OK.
7. Once found, the device will appear on the display.
8. Highlight the device to be paired and press OK for PAIR.
9. The phone may automatically try to pair. If auto-pairing fails, enter the passkey (typically 0000).
10. Once paired press OK to connect.



# VZ Navigator

This application allows customers to map their location, find nearby points of interest and get audible turn-by-turn directions right on their wireless handset! VZNavigator<sup>SM</sup> is the first consumer product from Verizon Wireless using the benefit of Location Based Services technology. VZNavigator<sup>SM</sup> combines geographic location information with turn-by-turn navigation, and points-of-interest lookup accessible right from a wireless handset.



## Feature

## Advantage

## Benefit

<b>Audible Turn-by-Turn Directions</b>	Provides users with audible directions to help them navigate to a destination or location	<b>Safety &amp; Convenience</b> – “With audible turn-by-turn directions, VZNavigator <sup>SM</sup> makes your navigation efficient and safe without maps or paper directions!”
<b>Location Mapping</b>	Displays a user’s position on a map via the GPS satellite network	<b>Confidence</b> – “Never feel lost again! With VZNavigator <sup>SM</sup> your handset becomes your audio road atlas to find your destination!”
<b>Point of Interest Lookup</b>	Helps customers find nearby restaurants, banks, stores, ATMs based on their current GPS location	<b>Awareness</b> – “Always know what’s nearby and how to get where you want to go! VZNavigator <sup>SM</sup> puts you in the know!”

### VZ Navigator Requires Location On

#### To Set Location On:

1. Press OK to enter the Main Menu
2. Highlight Settings & Tools and Press OK
3. Pres 6. Phone Settings
4. Press 5. Location
5. Highlight Location On and press OK

### To Access the Location Based Services:

1. Press OK to enter the Main Menu
2. Highlight VZNavigator and Press OK

# SAMSUNG Alias™ 2 - V CAST Phone with QWERTY Keyboard

The following grids show what types of files can be transferred to the removable memory card.

## MUSIC

Media Object	Transfer from PC to Handset via USB Cable	Transfer from PC to Handset via Memory Card
MP3 Songs	<b>Yes.</b> Song will be converted to WMA format	Yes
WMA Songs (Music ripped from CDs, e.g. unprotected content)	<b>Yes</b>	<b>Yes</b>
WMA Songs (Purchased from a Windows Media Player 10 music store such as V CAST Music with Rhapsody®, e.g. protected content)	<b>Yes</b>	Yes

## PICTURE

Media Object	Store to Memory Card	Store to Phone Memory	Comments
User generated Pictures received from other users via Picture Messaging	<b>Yes</b>	<b>Yes</b>	Can be copied to the desktop as well
Pictures downloaded with Media Center	No	<b>Yes</b>	
User generated pictures	<b>Yes</b>	<b>Yes</b>	Can be copied to the desktop as well
Pictures received from PIX Place	<b>No</b>	<b>Yes</b>	Licensed content cannot be moved to the SD Card or desktop

## VIDEO

Media Object	Store to Memory Card	Store to Phone Memory	Comments
User generated Video clips received from other users via Video Messaging	<b>Yes</b>	<b>Yes</b>	Can be copied to the desktop as well
Video clips downloaded via Media Center	No	<b>Yes</b>	
User generated video	<b>Yes</b>	<b>Yes</b>	Can be copied to the desktop as well
Video clips downloaded via V CAST	No	<b>Yes</b>	
Video Clips received from PIX Place	No	<b>Yes</b>	Licensed content cannot be moved to the microSD Card or desktop

## RINGTONES

Media Object	Store to Memory Card	Store to Phone Memory	Comments
Ringtones downloaded with Media Center	No	<b>Yes</b>	
Ringtones received via EMS	No	<b>Yes</b>	

# SAMSUNG Alias™ 2 - V CAST Phone with QWERTY Keyboard

## OTA Instructions

1. Perform the usual billing system activation procedure
2. Power up the handset. Enter the OTA Code, \*228 and touch **Send**.
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."

Note: Programming may 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."

You will hear an audio message once the phone has been successfully programmed.

## Removing the Initial Programming Needed screen

1. From the **Home** screen, press **OK (OK)**.
2. Press **9 (Settings & Tools)**, then press **0 (Phone Info)**.
3. Press the **star key (\*)**.
4. Enter **6 zeros (000000)**, touch **DONE**.
5. Press **3 (Network Settings)**, then press **1 (Phone Number)**. Press the **CLR** key to delete the numbers existing in the device. Enter any 10-digit string (not starting with 0) and press **OK**.
6. Press the left soft key (**Exit**). The phone will reboot without the **Initial Programming Needed** screen .

## How to Access the Browser

1. Press the Up Directional arrow.
2. Once the browser is launched, you will see the Home Page.
3. You can end a browser session by touching the **Home** key at any time.

## How to View the Software, PRL, ERI and Browser Version:

1. From the **Home** screen press **OK (OK)**.
2. Press **9 (Settings & Tools)**, then press **0 (Phone Info)**.
3. Press **2** for **SW/HW Version**.

## How to Send a Text Message (Landscape mode)

1. Open the phone in landscape mode, then from the **Home** screen press the **New TXT MSG** key.
2. Enter the contact information in the **To:** field. The Auto fill feature will show the existing contacts in your address book that match your entry. You can use the **Down arrow** to highlight the contact you want, then press the **Enter** key to select.
3. Press the **OK (OK)** key to move to the **Text:** area to enter the message.
4. Press **OK (SEND)** to send the message.

## One Touch Access keys (Portrait mode)

There are a number of one-touch keys available on the Alias 2

1. Bluetooth Key: Turn Bluetooth on/off
2. Alarm Clock: access the alarm clock feature to view, set or edit your alarms
3. Games: access the Games menu
4. Voicemail: can be customized to access either voicemail or Visual Voice Mail
5. New TXT Msg: open a new TXT message screen
6. Camera/Camcorder: press to activate the camera, or press and hold to activate the camcorder
7. Voice Commands: press to activate the Voice Commands feature
8. Speakerphone: turn the speakerphone on/off
9. Vibrate Mode: press to turn vibrate mode on/off

# SAMSUNG Alias™ 2 - V CAST Phone with QWERTY Keyboard

Features	Advantage	Operation
<b>V CAST Music w/ Rhapsody®</b>	<p>Select and play audio clips from VZW's extensive library of music. Access this mobile collection from anywhere within the V CAST coverage area. Listen to the latest in new music, favorite songs or catch breaking music news.</p>	<ol style="list-style-type: none"> <li>1. From the <b>Home</b> screen, press <b>OK (Menu)</b> then press <b>5 (Media Center)</b>; press <b>1 (Music &amp; Tones)</b>.</li> <li>2. Press <b>1 (V CAST Music   Rhapsody)</b> and launch the catalog.</li> <li>3. When you are connected, highlight the category of music you want, and press <b>OK</b>. If applicable, choose a subcategory.</li> <li>4. Browse through the categories to access songs, their descriptions, and their prices.</li> <li>5. Highlighted the song you want to download, press <b>OK</b> to BUY the song, then confirm your purchase by pressing <b>OK to BUY</b>.</li> <li>6. You'll receive confirmation your purchase was successful and your music is available for download. Press <b>OK</b> to download.</li> <li>7. Select the storage location for the song by highlighting either <b>Phone Memory</b> or <b>Memory Card</b> as the storage location and press <b>OK</b> to begin the download. Press <b>OK</b> again when the download is complete.</li> </ol>
<b>V CAST Video</b>	<p>Download and play full motion video clips from your phone. Catch the latest music videos, breaking news, weather, sports highlights &amp; entertainment clips.</p>	<ol style="list-style-type: none"> <li>1. From the <b>Home</b> screen press <b>OK (Menu)</b> then press <b>5 (Media Center)</b>.</li> <li>2. Press <b>2 (Picture &amp; Video)</b>, then press <b>1 (V CAST Videos)</b> to launch the video service.</li> <li>3. Follow instructions for downloading V CAST video clips.</li> </ol>
<b>Customizing the One Touch Voicemail Key</b>	<p>Customize the one touch Voicemail key to go to either regular voicemail or Visual Voice Mail. The <b>1</b> key is still the speed dial default for regular voicemail, but now you have another option.</p>	<ol style="list-style-type: none"> <li>1. Press the <b>left soft key (Message)</b>, then press the <b>left soft key (Settings)</b>.</li> <li>2. Press <b>0 (Voicemail Settings)</b>. Press the down directional key to move between the following fields: <ul style="list-style-type: none"> <li>- <b>Press and Hold "1"</b>: Press the right or left directional key to either see <b>Visual Voicemail</b> or call <b>Voicemail #</b> when you press and hold 1.</li> <li>- <b>Voicemail Key</b>: Press the right or left directional key to either see <b>Visual Voice Mail</b> or <b>Call Voicemail #</b> when you press the <b>Voicemail</b> key .</li> <li>- <b>Voicemail #</b>: Enter the Voicemail phone number to be dialed (if other than the default value of *86).</li> </ul> </li> </ol>
<b>My Shortcuts Customization</b>	<p>Personalize the My Shortcuts screen to the applications YOU use most frequently.</p>	<ol style="list-style-type: none"> <li>1. From the <b>Home</b> screen, press the Right Directional arrow (My Shortcuts) .</li> <li>2. Press the left soft key (<b>Settings</b>).</li> <li>3. Press <b>1 (Set My Shortcuts)</b>, then scroll through the 4 available shortcuts to select the one you want to change and press <b>OK(SET)</b>.</li> <li>4. Use the Directional keys to highlight the new shortcut you want to select and press <b>OK</b> to set.</li> <li>5. Repeat steps 3 &amp; 4 until the <b>My Shortcuts</b> menu has the applications displayed that you want. If you do not want to replace an existing application with another one, select <b>None</b>.</li> </ol>

# SAMSUNG Alias™ 2 - V CAST Phone with QWERTY Keyboard

Features	Advantage	Operation
<b>2.0 Megapixel Digital Camera with Night Shot</b>	Capture still images Now, self-portrait shots are a snap, even at low light.	<ol style="list-style-type: none"> <li>1. Press the <b>camera/camcorder key</b> to turn on the camera.</li> <li>2. Press <b>OK (TAKE)</b> to take a picture.</li> <li>3. Press the left soft key (<b>Save</b>) to save the picture.</li> </ol>
<b>Bluetooth® Wireless Technology Profiles</b>	Supports the Bluetooth mono and stereo headset, handsfree, serial port, dial up networking, and object push (for vCard vCalendar only), basic image (push only), basic print and phone book access profiles so you can free up your hands while using your phone.	<ol style="list-style-type: none"> <li>1. From the Home screen, press <b>OK (MENU)</b>, then press <b>9 (Settings &amp; Tools)</b>.</li> <li>2. Press <b>3 (Bluetooth Menu)</b>, then press the left soft key (<b>TURN ON</b>) to enable Bluetooth..</li> <li>3. Press <b>1 (Add New Device)</b>. You will be prompted to place the device you are connecting to in Discoverable Mode, then press <b>OK</b>.</li> <li>4. Use the Directional key to highlight the device you want to connect to and press <b>OK (Pair)</b>.</li> <li>5. The Alias 2 automatically attempts to send a passkey of "0000" to a hands-free device and shows the message "<b>ATTEMPTING TO AUTO PAIR.</b>" If the default passkey is not successful, the phone will display the message "<b>AUTO PAIR FAILED ENTER PASSKEY.</b>" (If you attempting to pair with a car kit, be sure to clear any error message on t he car kit display first.) Enter the correct passkey for the device you want to pair, and press <b>OK (Done)</b>.</li> <li>6. Press <b>OK (Yes)</b> to connect the devices.</li> </ol>
<b>Text Message Contact Auto-fill</b>	Populating your contacts for text messages just got easier with the Alias 2's auto-fill feature.	<ol style="list-style-type: none"> <li>1. With the cursor in the <b>To:</b> field of a new text message, start to type the contact's name.</li> <li>2. A drop down list will appear with the contacts from your Contact List that match that criteria. Use the arrows to scroll through the list and select the contact you want to message, then press <b>OK</b>.</li> </ol>
<b>RemoSync</b>	Read, compose and send email. Access and manage Outlook contacts, your corporate directory and calendar.	<ol style="list-style-type: none"> <li>1. In landscape mode, from the Home screen, press <b>OK (MENU)</b>, then press <b>2 (Messaging)</b>.</li> <li>2. Press <b>8 (Email)</b>, then press <b>2 (RemoSync)</b>.</li> <li>3. A tutorial will play explaining the application. Press <b>OK</b> to download the application. Note: a subscription is required. Once the application is successfully installed, press <b>OK (Yes)</b> to run the application.</li> <li>4. After you have read the RemoSync introduction, Press <b>OK</b> to configure your account.</li> </ol>