

11th March 2011

foto@phone: O₂ prepaid tariff with online photo album

MUNICH/FÜRTH. From May 2011, Telefónica O₂ Germany and the RINGFOTO Group are offering the exclusive foto@phone prepaid tariff. It not only gives you attractive conditions for making calls without a basic fee or a minimum duration: the user also receives an online photo album. In this way O₂ and RINGFOTO link the two core product areas of photography and telecommunications.

The starter package, including SIM card and 5 euros of starter credit, is available in all participating RINGFOTO and PHOTO PORST outlets for just 9.99 euros. The user pays 9 cents per minute and per SMS to all German landline and mobile networks, and 24 cents per megabyte. And included in the offer is an online photo album with 2 gigabytes of storage; so photos don't have to take up valuable memory space on the mobile phone or other data storage devices. The customer can access the online photo album at any time via a PC or the mobile phone.

“Today’s mobile phones have long been about much more than calls and text messages. New mobile phone cameras can take photos easily with their photographic technology. Our partnership with RINGFOTO therefore brings the best of photography and mobile phones together”, says Michiel van Eldik, Managing Director of Wholesale & Partnering at Telefónica O₂ Germany. “The customer can not only call at affordable prices, but also access his or her photos online at any time and share them with friends and family.”

In addition, the user is offered options for Internet use and calling abroad. Two different Internet flat rates can be ordered in addition to the tariff. The BASIC internet flat rate for 9.99 euros per month, with unlimited data volumes, up to 7.2 MBit/s and 64 kBit/s bandwidth upwards of 300 MB per month, is ideal for users who want to be online constantly to check websites and e-mails. Anyone who doesn't want to be without pictures, music and films when on the move should opt for the SUPER internet flat rate for 14.99 euros a month. It offers all the advantages of the BASIC rate plus a speed reduction starting only at 1 GB per month on 64 kBit/s bandwidth. An option for calling abroad is also included: for 4.99 euros per month the customer can call for 60 minutes to landline numbers in Europe, Canada and the USA.

“With our partner O₂ we have developed an innovative product that easily combines the two worlds of telecommunications and photo”, says Michael Gleich, Managing Director RINGFOTO GmbH & Co. ALFO Marketing KG. “foto@phone includes an

A *Telefonica* company

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affordable mobile phone tariff and an online photo album. Together, these factors offer the consumer a very attractive product.”

Customers can upload credit conveniently by SMS, telephone, online or via O₂ recharge cards. It is permanently valid and does not expire. Furthermore the new foto@phone service offers a money-back guarantee for unused credit. Further information is available at <http://fotoatphone.de>, <http://o2.de> or www.ringfoto.de.

Telefónica O₂ Germany GmbH & Co. OHG belongs to Telefónica Europe and is part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. Telefónica Europe has more than 56 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany. According to a network test by “connect” magazine (edition 12/10), O₂ is top of the list when it comes to reliable file downloads and champion in the telephony category. In the overall result O₂ is on second position.

RINGFOTO GmbH & CO. ALFO Marketing KG based in Fürth is an operating community of camera retailers independent of a branch or franchise system. Its concentrated buying power enables the association to give retailers the chance to sell interesting and low-cost offers to customers. In this way, members remain competitive against the big chain stores and wholesalers. Besides long-established PHOTO PORST, the RINGFOTO Group organises the business of the RINGFOTO, allkauf photo, PLUSFOTO and euroACTIV trading brands. The RINGFOTO Group was founded in 1965 as a purchasing cooperative for independent camera retailers. Today it has almost 1,700 members with more than 2,200 outlets, making it Europe’s strongest national camera retailer group.

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