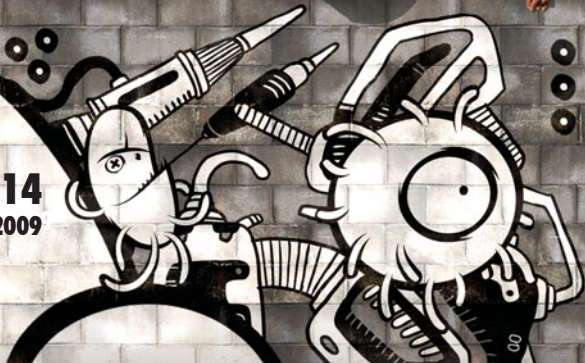


WHAT'S UP

JEDDAH



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Chairman

By Ulysee Nardin

This is one of the most elegant phones we laid eyes on recently, the famous 150 year old Swiss watchmakers Ulysee Nardin is venturing into a new territory with the world's first mechanical mobile phone called Chairman, what really sets this device apart from anything you have ever seen so far is its visible, fully-functional kinetic rotor that will assist in providing the device's battery with power, just like you might find in Ulysee Nardin mechanical wrist-watches, a company known for their fine marine chronometers.

Ulysee Nardin Chairman innovative hybrid smart phone embodies Ulysee Nardin's core values of expert craftsmanship, heritage and timeless style, while incorporating the world's most technologically advanced applications. Chairman features a 2.8" multi-touch screen, fingerprint reader for owner identification and phone lock, numeric keys with high quality tactile response, 5 megapixel camera, Wifi, E-mail and Internet application, Sapphire glass, Kinetic rotor system, and an 18k rose gold (on some models).

It comes limited to 1,846 pieces, with options like Rose Gold, Rose Gold & Blue, Rose Gold & Steel, Stealth Black, Steel & Blue, among other exciting color schemes to be announce soon, the device will be available for purchase on the fourth quarter of 2009, price will depend on the color.

