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Treo™ 600 smartphone by palmOne | The Art of Organization

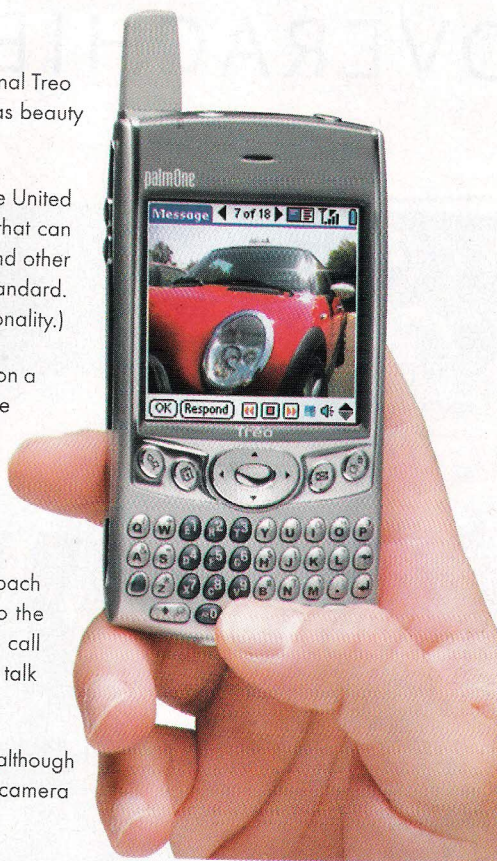
Beauty is more than skin deep. Just ask any owner of the stylish but functional Treo 600 smartphone. This highly praised wireless phone/handheld hybrid has beauty and brains in equal amounts.

The Treo 600 smartphone, which is sold by most national carriers in the United States, brings desktop e-mail to your hand, doubles as a wireless phone that can even be used overseas, and comes with the slick calendar, contact lists, and other personal features for which palmOne devices have set the mobile standard. (Optional voice and data service plan required for phone and e-mail functionality.)

What sets the Treo 600 smartphone apart is its design, which is based on a "form follows function" philosophy, says Ken Wirt, palmOne's senior vice president of worldwide marketing. "We did something that people said couldn't be done," he says, "by taking a mobile phone and adding a fully functional QWERTY keyboard that's easy to use without destroying the smartphone's appeal."

The Treo 600 smartphone's designers didn't take the Frankenstein approach either, piecing features together; everything in the device is integrated so the features work seamlessly. Examples include the ability to make a phone call directly from the contact list with a simple click, and the utility of continuing to talk while checking your calendar or reading an e-mail.

Style conscious? The Treo 600 smartphone looks like a wireless phone, although its color screen is large and bright, which pays off when using the integrated camera or surfing Web pages.



Becoming icons for our information age, palmOne devices are being featured in everything from music videos to starring in the motion picture "Little Black Book" with Brittany Murphy, Kathy Bates, and Ron Livingston, a film about a woman who uncovers her boyfriend's lascivious past digitally via his handheld. Likewise, the Treo 600 smartphone has drawn interest from global couture, which has designed lines of accessories for the device, including handmade leather cases by Vaja and Dooney & Bourke.

Innovative design goes beyond the smartphone's exterior, too—palmOne devices have attracted thousands of software designers with add-on applications for every use. One popular application, for example, lets you check flight schedules for more than seventy airlines. It's tools like this which make the Treo 600 smartphone both beautiful and smart.

For more information, visit www.palmOne.com/treo600.