SAMSUNG SCH-u540 V CAST Video and Music Capable

CAMERA/CAMCORDER
- 1.3 Megapixel Digital Camera/Camcorder with Digital Zoom
- Brightness Adjustment
- Self Timer: Off, 2, 5 or 10 seconds
- Color Effects: Normal, B/W, Sepia, Negative, Green, Aqua, Solarize, Sketch
- Multi-Shot Mode: Series, Divided
- Resolution Adjustment: 1280x960, 640x480, 320x240, 160x120, 128x96
- Shutter Sound selection

SERVICES
- V CAST Music Player: WMA & MP3
- V CAST Video
- Mobile Web 2.0 Capable
- Email, Mobile IM, Chat Capable & Voicemail
- Get It Now® Capable
- Text, Picture and Video Messaging
- Location Based Services: including VZ Navigator, Chaperone Parent/Child

DATA & TEXT
- Voice Commands: Voice Dial, Menu Readout, Digit Dial Readout, Call Announcement, Voice Settings
- Personal Organizer: Calendar with Scheduler, Note Pad
- Tools: Alarm Clock, World Clock, Stop Watch, Calculator, Converter
- Phone book with up to 500 Entries with multiple contacts
- Speed Dialing

VOICE/AUDIO
- 72-Note Polyphonic Ringtones
- Advanced speech recognition
- Dual Stereo Speakers and Speakerphone
- Directional Microphone

GENERAL
- High Tier
- EVDO/1XRTT Digital Only
- Bluetooth Profiles Supported: Headset, Handsfree, Dial Up Networking, Serial Port, and Object Push for vCard.
- microSD™ Expansion Slot (capable of reading up to 2 GB)
- Dimensions: 3.88 x 2.00 x 0.66″ with battery
- Screen size: 2.1 inches
- Display: 176 x 220 Pixel, QCIF 262K TFT Color
- # of lines: 7
- Weight: 2.82 ounces with standard battery
- SAR: Head- 1.34, Body- 0.478
- Hearing Aid Compatibility=M4/T4
- TTY Compatible
- Usage Time: Up to 210 Minutes with standard battery OR
- Standby Time: Up to 200 hours with standard battery
- Handset Insurance available: Yes
- 2.5mm Headset Jack Supported

The Wireless Devices Group introduces the Samsung SCH-u540 to the product line-up on March 23, 2007!

Features of the SCH-u540 Include:

- V CAST Music and Video
- External Touch Sensitive Keys
- Exchange vCards via Bluetooth
- Dual Stereo Speakers & Speakerphone
- VZNavigator Capable

In a world where so many handsets seem like more of the same, the Samsung u540 is an innovator. Slim and stylish, this little handset not only offers V CAST Video – but a big 2.1" TFT screen for better viewing. Your customers can access V CAST Music in stereo with dual stereo speakers – and move through their play lists with a touch-sensitive external control.

SKU/UPC	FRU	Mock-Up	Vision	Live Launch Kits
SCHU540MSV 635753463590	FRUSAMU540	U540MOCK	3892	SCHU540MLK

National Retail Price (*Prices before rebate)

2 Year	1 Year	Full Retail
$129.99*	$179.99*	$199.99

Easy Pay	Inpulse
$129.99 after $50 MIR	N/A

$50.00 Mail In Rebate

Each u540 is packaged with:
- Standard Lithium Ion Battery
- Travel Charger
- User Guide
- Quick Reference Guide

*Holster/ and or Leather Case Sold Separately

Samsung SCH-u540 Optional Accessories

Vehicle Power Charger	Travel Charger-In Box	Standard LiIon Battery (800 mAh)-In Box	Extended LiIon Battery (1420 mAh)-Includes Battery Cover
SAMGRVVPC-1	SAMGRVTVL	SAMU540BAT	SAMU540BATX
$29.99	$29.99	$39.99 *Fulfillment Only	$49.99

Leather Case	Swivel Holster	Vehicle Power Charger & Case	Celebrite Cables
SAMU540CAS	SAMU540HOL	SAMU540COM	Order cable CEL-41SAM to support the launch of the Samsung SCH-u540. **PST Tools** USB cable Only – PSTSAMGUSB
$19.99	$19.99 Limited Stock Available April	$39.98 Available April	

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

Music Accessories

Music Essential Kit

$29.99
MSKSAM-1

• Music Manager Software
• USB Cable
• In the Ear Stereo Headset

Memory Cards

Sell Off :

TFLASH256 - $24.99
TFLASH512 - $34.99
TMICRO1G - $44.97
TMICRO2G-$69.97
MCREADER - $19.99

Micro Card w/MiniSD & Full Size SD adapter

TMADP-512MB-$34.99
TMADP-1GB-$49.99
TMADP-2GB-$69.99

Universal Portable Speakers

SPEAK25-LG - $49.99

IM4VZW - $99.99

*Limited Stock

Over the Ear Stereo Headsets

JABWAVSHS
$9.97 (Closeout)

SONYQSHS
$39.99

Stereo 2.5mm to 3.5mm Adapter w/CAE

SHS25-35MMCAE
$12.99

In the Ear Stereo Headsets

VZWBUDSHSB
$29.99

JABSETSHS
$29.99

Stereo 2.5mm to 3.5mm Adapter

SHS25-35MM
$9.99
(Direct Fulfillment)

Arm Case Pouch

$19.99
ARMPOUCH1

*Limited Stock

Bluetooth Accessories

Jabra Bluetooth Headset w/ Changeable Covers
$39.99

VBT135

Talk Time – Up to 6 hours
Standby Time– Up to 110 hours

Motorola Bluetooth Headset-Black
$59.99

MBT500HS1

MBT500HSP1

Talk Time – Up to 8 hours
Standby Time– Up to 240 hours

Plantronics BT330 Bluetooth Headset
$59.99

PBT330Z

Talk Time – Up to 8 hours
Standby Time – Up to 240 hours

LG Bluetooth Headset
$69.99

LBT710

Sell Off

Talk Time – Up to 5 hours
Standby Time – Up to 150 hours

Motorola H555 Headset
$69.99
MBT555Z

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

LG Bluetooth Headset
$79.99

LBT730

Talk Time – Up to 4 hours
Standby Time – Up to 150 hours

Bluetooth Accessories

Jabra Bluetooth Headset
$79.99
JBT500V

Talk time: Up to 8 hours
Standby time: Up to 240 hours

Motorola H700 Headset
$99.99
MBT700Z

Talk time: Up to 6 hours
Standby time: Up to 200 hours

Plantronics 655Bluetooth Headset
$99.99

PBT655Z

Talk Time – Up to 4 hours
Standby Time – Up to 150 hours

Motorola Bluetooth Hands-free Kit
$169.99

MOTBT850CK

Sell Off
*Fulfillment Only

Bluetooth Accessories-Sell Off

Plantronics Bluetooth Headset
$24.97

PLANTBT320R

Sell Off

Talk Time – Up to 8 hours

Standby Time– Up to 240 hours

Motorola Bluetooth Headset-
$39.97

MBT3HS

Sell Off

Talk Time – Up to 8 hours

Standby Time – Up to 200 hours

Jabra Bluetooth Headset
$29.97

JBT150

Sell Off

Talk Time – Up to 6 hours

Standby Time – Up to 110 hours

Motorola Bluetooth Hands-free Speaker
$39.97

MOTBT820HF

Sell Off

Talk Time – Up to 5 hours

Standby Time– Up to 100 hours

Jabra Bluetooth Headset with Vibrate Feature
$49.97

JBT350V

Sell Off

Talk Time – Up to 7 hours

Standby Time – Up to 200 hours

Motorola Bluetooth Headset with Flip to Answer Feature
$49.97

MOTBT850HS

Sell Off

Talk Time – Up to 8 hours

Standby Time – Up to 200 hours

Bluetooth Portable Accessory w/Caller ID & Keypad
$69.97

LGBTPEN

Sell Off

Talk time: Up to 8 hours

Standby time: Up to 200 hours

Jabra Bluetooth Headset
$59.97

JBT500

Sell Off

Talk Time – Up to 8 hours

Standby Time– Up to 240 hours

Jabra Lightweight Headset with Desktop Charger
$99.97

JBTX10HS

Sell Off

Talk time: Up to 6 hours

Standby time: Up to 200 hours

V CAST Music

V CAST Music provides Verizon Wireless customers the ability to take their music with them, as well as enjoying V CAST Videos and V CAST Games.

V CAST Music service gives customers the ability to:

Purchase and play music on their V CAST Music handset

Purchase music from the PC

Transfer music from their PC to their V CAST Music handset using a USB cable

Purchasing Music on the Phone

1. Press right on Nav Key to enter the Get It Now menu.
2. Press 1 for Music & Tones
3. Press 1 for V CAST Music.
4. Browse by: What's New, What's Hot, Features, or General Browse by Genre, Artist, Album or Song
3. Select the song to be purchased and select "BUY" The Purchase Confirmation Screen will display price and item selected.
4. Select "BUY" to accept
5. Select OK to download song to the handset

Playing Music on the Phone

1. Go to: Get It Now > Music & Tones > My Music - Library of music stored on the handset and memory card are in one location
2. Go to Playlists to select from the list or select a song to search in Genres, Artists, Albums or Songs.
3. Press Play

Purchasing Music on the PC

1. Open Windows Media Player 10
2. Click on V CAST Music (If V CAST Music is not visible, select Choose Online Store button, and Select V CAST Music from the list of stores.)
3. Sign in using Single Sign On username and password
4. Browse and select song(s) or album(s) desired by clicking box directly to the left of the song/album
5. Press BUY. Asked to confirm purchase.
6. Select Purchase. User is informed that content can now be downloaded.

Syncing Music from PC to Phone

1. Use the USB cable compatible with the handset to connect to PC
2. Open Windows Media Player 10 on the PC and select Sync tab
3. On the handset: go to Get It Now > Music & Tones > My Music > Sync Music.
4. On Windows Media Player 10, Select Sync tab. Select Edit Playlist and select the songs to sync, then press OK. The user may select sync to removable memory or phone internal memory
5. Start the sync process by pressing Sync Music in WMP 10. When sync completes, press CLR or END on the handset, disconnect cable from phone and exit Sync Music

VZNavigator

VZNavigator[SM] is a downloadable Get It Now! application allowing customers to map their location, find nearby points of interest and get audible turn-by-turn directions right on their wireless handset! VZNavigator[SM] is the first consumer product from Verizon Wireless using the benefit of Location Based Services technology. VZNavigator[SM] combines geographic location information with turn-by-turn navigation, and points-of-interest lookup accessible right from a wireless handset.

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

VZ Navigator Requires Location On

To Set Location On:

1.   **From the main screen, press the "OK" button**

2.   **Press the center Navigation Key to the right to access the Settings & Tools Menu.**

3.   **Scroll Down to "Phone Settings" (6) and Press the "OK" Button**

4.   **Scroll down to "Location" (4) and press the "OK"**

5.   **Scroll to "Location On" and press the "OK" button**

To Access the Location Based Services:

1.   **Press the center Navigation Key to the right to access the "Get It Now" Menu**

2.   **Scroll down to "Tools on the Go" and press the "OK" button**

3.   **Select "Get New App." and press the "OK" button**

4.   **Scroll down to "Travel & Guides" and press the "OK" button**

5.   **Select "VZ Navigator" and press the "OK" button**

Bluetooth Pairing

How to Pair Your Device

1. Press OK to enter the Menu.

2. Press the navigation key to the right to access Settings & Tools.

3. Press 3 for Bluetooth Menu

4. Press 1 for Add New Device

5. If Bluetooth is set to OFF, the phone will prompt you to turn Bluetooth on, Press OK for Yes.

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. Press OK for PAIR.

9. Enter the passkey (typically 0000)

10. Once paired press OK to connect.

Profiles supported are: HSP, HFP, DUN, SPP, & OPP for vCard.

Launch Kits
The live launch kit materials for the u540 will be available for order on March 14th. The live launch kit SKU is SCHU540MLK.

Attention: In addition to the usual launch kit contents, the SCH-u540 launch kits contain a SCH-u540 Phone and 1 u540 Mock Up unit. This phone will have preloaded applications like VCAST video and music downloads in them for customer demonstration.

This phone is for demo purposes only.

Merchandising
Call out cards are available for the SCH-u540 in the collateral warehouses. Please check with your Area Merchandising Contacts if you need additional cards.

The Northeast area may continue to utilize the Print on Demand website. To view an adobe Acrobat file of the Samsung SCH-u540 Call out card, click on the call out card link located in the Equipment Guide.

Product Training

Should you require any product training or support, please contact the Samsung Corporation Account Manager for your Area.

Mickey Pacini	Area Mgr. NE and South	703-801-7194
Kevin Geklinsky	Regional Manager, NE	484-574-4073
David Daugherty	Regional Mgr. South	770-317-0219
Joe Webster	Regional Mgr. Mid Atlantic	301-523-4583
Andre Tagliamonte	Area Mgr Midwest and West	937-477-6716
Laura Smoller	Regional Mgr. Midwest	414-232-6161
Scott Kay	Regional Mgr. West	503-853-5252
Marc Kim	Regional Mgr. West	949-306-8660

Helpful Hints

OTA Instructions

1. Perform the usual billing system activation procedure

2. Power up the handset. Enter the OTA Code, *228 and press **[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 internals: *"Please continue to hold. Your phone is being programmed."*

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

Manually Programming the Samsung SCH-u540

1. Press **OK** (Menu) → **Setting & Tools** → ***** → press **"000000"**

2. Press **"3"** key for **Network Settings**

3. Press **"1"** key for Phone Number. Input the **"Phone number (MDN)"** and press the **"OK"** Key

4. Press **"3"** key for **NMSID.** Input the **"NMSID (MIN)"** and press the **"OK"** Key

5. Press **"7"** Home SID/NID. Input the **"Home SID"** and press the **"OK**" Key then enter the **"Home NID"** and press the **"OK"** key.

6. Input other setting values and press the **"OK"** Key

7. Press **Left Soft Key** for **"Exit".** Powering Down will proceed.

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

1. Press **OK** (Menu)

2. Scroll to **Settings & Tools**.

3. Press **9** for **Phone Info**, then press **2** for **SW Version**.

How to Send a Text Message

1. Press the **left soft key**, press **1** (New Message), press **1** (TXT Message)

2. Type in the **cell #** or press **right soft Key** (Add) to insert Contacts, press **OK**

3. Enter the message using the keypad and press **OK** to SEND

Advanced Speech Recognition – Voice Dialing

1. To activate VoiceSignal in standby mode, slide the phone up to expose the keypad. Press and hold the **Voice Command key** (under the **right soft key**).
2. The phone prompts you to "Say a command" and displays a list of commands.
3. Say "Call" at a distance of 3 to 12 inches in a natural voice.
4. The phone prompts, "Say the Name or Number".
5. Say a contact name as it is listed in the contact list.
6. If there are multiple numbers for the contact, the phone prompts, "Which number?" Say the location you want to call (home, office, etc.) and the number will be dialed.
7. If VoiceSignal isn't sure which number to dial, the phone will prompt, "Did you say <name>?" and will display a list of possible matches.
8. Answer "Yes" or "No". When you answer "Yes," the u620 dials the number.

How to Access the Web

1. Press the Navigation Key upward, to access the web browser.

2. Once the web browser is launched, you will see the Home Page.

3. You can end a browser session by pressing END at any time.

Using a microSD™ memory card

Removable memory storage functionality

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	**Yes.** Song will be converted to WMA format	Yes
WMA Songs (Music ripped from CDs, e.g. unprotected content)	**Yes**	**Yes**
WMA Songs (Purchased from a Windows Media Player 10 music store such as V CAST Music, e.g. protected content)	**Yes**	Yes

PICTURE

Media Object	Store to Memory Card	Store to Phone Memory	Comments
User generated Pictures received from other users via Picture Messaging	**Yes**	**Yes**	Can be copied to the desktop as well
Pictures downloaded with Get It Now	No	**Yes**	
User generated pictures	**Yes**	Yes	Can be copied to the desktop as well
Pictures received from PIX Place	**No**	Yes	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	**Yes**	**Yes**	Can be copied to the desktop as well
Video clips downloaded via Get It Now	No	**Yes**	
User generated video	**Yes**	**Yes**	Can be copied to the desktop as well
Video clips downloaded via V CAST	No	**Yes**	
Video Clips received from PIX Place	No	**Yes**	Licensed content cannot be moved to the SD Card or desktop

RINGTONES

Media Object	Store to Memory Card	Store to Phone Memory	Comments
Ringtones downloaded with Get It Now	No	**Yes**	
Ringtones received via EMS	No	**Yes**	

Features	Advantage	Operation
V CAST Music	Select and play audio clips from Verizon'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.	1. Press the right Navigation key to select **Get It Now**. Press **1** for **Music & Tones**. 2. Press **1** to select **V CAST Music** and launch the catalog. 3. When you are connected, highlight the category of music you want, and press OK. If applicable, choose a subcategory. 4. Browse through the categories and to access songs, their descriptions, and their prices. 5. Highlighted the song you want to download, press **OK** to BUY the song, then confirm your purchase by pressing **OK to BUY**. 6. You'll receive confirmation your purchase was successful and your music is available for download. Press **OK** to download. 7. Select the storage location for the song by highlighting either **Phone Memory** or **Memory Card** as the storage location and press **OK** to begin the download. Press **OK** again when the download is complete.
Sync Music	The Sync Music feature lets you sync music from your PC to the music phone and easily share favorite music files between both.	1. Use the USB cable to connect your phone to your PC. 2. Press Right Nav Key to access "Get It Now" menu and select **Music & Tones (1)**, then **Sync Music (6)**. 3. Open Windows Media Player™ 10 on your PC and select the **Sync** tab. 4. Select **Edit Playlist** and select the songs from your library that you want to sync. 5. In Windows Media Player 10, select **V CAST Mobile Phone – removable Storage Card** unless no memory card is available. 6. Start the sync process in Windows Media Player 10 by pressing **Start Sync**. Remember, your phone must be in **Sync Music** mode. 7. When synching completes, disconnect the cable from your phone and exit **Sync Music**. 8. Under the **Music & Tones** menu, open **Manage Music** or **My Music** to view and play your music.
V CAST Video	Download an play full motion video clips from your phone. Catch the latest music videos, breaking news, weather, sports highlights, entertainment clips and even 3D games.	1. Press Navigation Key left and then select **1** for **V CAST Videos**. 2. Video Browser launches. Follow instructions for downloading V CAST video clips.
Voice Commands	Get audible readout for menus, digit dials or call announcement.	1. Press **OK** (MENU) and scroll to highlight **Setting & Tools**. 2. Press **2** to select **Tools**, then press **1** for **Voice Commands**. 3. Select the type of audible command you want, Voice Dial, Voice Settings, Menu Readout, Digit Dial, or Call Announcement, then press **OK**. 4. Use the up/down **Navigation key** to select **ON** and press **OK**.

Features	Advantage	Operation
1.3 Megapixel Digital Camera with Embedded Flash	Capture still images now, and self-portrait shots are a snap, even at night.	1. Slide the phone up to unlock the phone. 2. Press the **camera key** (right side of phone or under the left soft key) to turn on the camera. 3. Press the **OK** key to **TAKE** a picture. 4. Press the **left soft key** (Save) to save the picture.
Bluetooth® Wireless Technology Profiles	Supports the Bluetooth mono headset, handsfree, serial port, dial up networking, and object push (for vCard only) profiles so you can free up your hands while using your phone.	1. Press **OK** (MENU) and scroll to highlight **Setting & Tools**, then press **OK.** Press **3** to select the **Bluetooth menu**. 2. Press the **Left** soft key to enable or disable Bluetooth. 3. Press the **Right** soft key for Options 4. Press **1** for **Add New Device**. 5. Highlight the device and press **OK** for **PAIR** 6. Enter the passkey (typically 0000) 7. Press **OK** for connect.
Create Picture Message	A simple way of sending a message without having to enter all the text.	1. Press the **left soft key** for **MESSAGING**. 2. Press **1** for **New Message**, press **2** for **Picture Message**. Enter the phone number or e-mail address of the recipient(s). 3. Press **down** to highlight **Picture** and press the **left soft key (My Pic)** to add a Picture. 4. Press **up/down** to select other fields (Sounds, Subject, Quick Text, Name Card). 5. Once all fields are complete, press to send the message to the intended recipient(s).
Video Messaging	Capture videos & send them to other Verizon Wireless video messaging capable phones or any email address.	1. From the main screen press and hold the **Camera key** to select "camcorder". 2. Press the **OK** key to begin recording the video. You can record up to 15 seconds. 3. When you are finished recording, press **OK**. 4. If you'd like to save the video, press the left soft key to **Save**. 5. To **Send** the video, press **OK** and enter the person's telephone number. Press **OK**. 6. Enter the text message you want to send along, press **OK**.
Call A Contact Using VoiceSignal®	The u540 automatically recognizes any name in your contact list without the need to teach the u540 your voice.	1. To activate VoiceSignal in standby mode, press and hold the **Voice Command** key (under the **right soft key**). 2. The phone prompts you to "Say a command" and displays a list of commands. 3. Say **"**Call", then the phone prompts, "Say the Name or Number". 4. Say a contact name as it is listed in the contact list. 5. If VoiceSignal isn't sure which number to dial, the phone will prompt, "Did you say <name>?" and will display a list of possible matches. 6. Answer **"Yes"** or **"No"**. When you answer "Yes," the number is dialed.