



Table of Contents

WELCOME..... 5

THE BATTERY AND SIM CARD..... 7

CHARGING PHONE'S BATTERY 8

SWITCH ON YOUR TAG HEUER PHONE..... 9

TAG HEUER PHONE LAYOUT.....10

DISPLAY ICONS AND INDICATORS12

TAG HEUER LATERAL BUTTON.....14

CHANGE PHONE LANGUAGE15

MAKING CALLS16

CONTACTS.....18

SETTINGS.....20

IMPORTANT INFORMATION.....22

SAFETY POINTS23

Welcome

Congratulations on your purchase of a TAG Heuer communication instrument. You have made an excellent choice selecting the ultimate in innovation, quality and endurance — high-performance sports criteria that have been hallmarks of TAG Heuer's commitment to its craft since 1860.

Each TAG Heuer communication instrument is built to meet the most exacting requirements. We paid the very same careful attention to detail on this communication instrument from design, conception to finishing that we constantly do on our watches for more than 140 years. The materials used in our communication instrument make them exceptionally resilient, even when used under the most rigorous conditions. Before a new TAG Heuer product is launched it is put through 57 reliability and quality tests.

With its modern, unique and timeless design, your new TAG Heuer communication instrument combines Swiss quality horology tradition with technology. We hope it will bring you complete satisfaction.

This document is a quick start guide providing information on your TAG Heuer phone basic functions only. Please refer to complete user guide for a complete description of your TAG Heuer phone functionalities.

TAG Heuer Packaging Content

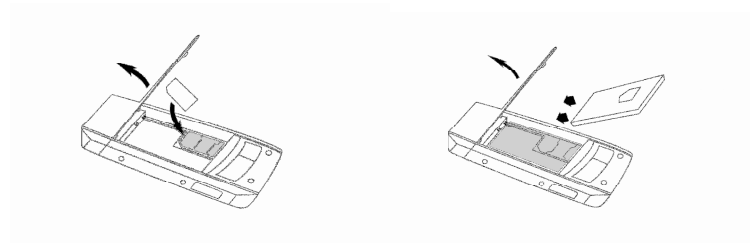
- 1 TAG Heuer phone
- 1 registration card
- 1 international warranty leaflet
- 1 quick user guide
- 1 CD-ROM (Including user guide and Data Suite to synchronize your contacts)
- 1 battery
- 1 charger
- 1 data cable
- 1 stereo headset (not included in the standard packaging)

The packaging contents may vary in accordance with regional regulations.

The Battery and Sim Card

Installing the SIM card and battery

1. On the back of the phone, move the locking battery button to the left and lift the battery door.
2. Put the SIM card into the phone as shown. Ensure that the SIM card is inserted properly.
3. To place the battery inside the phone, align the bottom of the battery with the corresponding slots in the phone and close the battery door.



Charging phone's Battery

Your phone package comes with a battery and a traveler's charger. You can also use USB data cable to charge your phone from your personal computer. Use only TAG HEUER batteries and chargers for your safety.

Note: It is highly recommended to fully charge the battery prior to using your phone for the first time.

1. After putting the battery into the phone, insert the mini-USB charging plug into the charging port on the bottom side of the phone.
2. Connect the traveler's charger to a standard AC outlet.
3. When charging is completed, disconnect the traveler's charger from the power outlet and from the phone by pulling out the charging plug.

Note: When the battery is discharged completely, and not used for a while, the phone will not display the charging image for about 15 minutes while charging. After 15 minutes of charging, the phone will display the charging animation.

Switch on your TAG Heuer phone

Power ON or OFF

1. Hold down the End key (red marking) for more than one second to switch on.
2. Enter your SIM card PIN code, if you have previously set one on your SIM card. The phone searches for your network and when detected, will display the home screen. The home screen displays the signal strength, charging level, current date and operator's name.
3. When you wish to switch off the phone, hold down the end key for more than two seconds.







Note: If you enter the wrong Pin code three times in a row, the SIM card will be blocked. To unblock, you need to enter your PUK (Personal Unblocking Key) that is provided by your network operator.

TAG Heuer Phone Layout



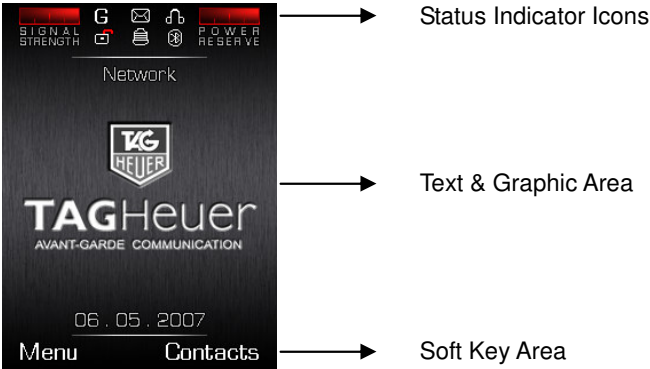
| | |
|----|---|
| 1 | Al-in-one connect port |
| 2 | Camera shutter |
| 3 | Volume Key |
| 4 | loudspeaker" for ringtones / handsfree / music playback |
| 5 | Speaker / Receiver |
| 6 | Front screen |
| 7 | Top screen |
| 8 | Selection key |
| 9 | Send Key |
| 10 | Alphanumeric Keys |
| 11 | Navigation Key |
| 12 | End Key (on/off key) |
| 13 | TAG Heuer lateral Button |
















Shortcuts (from home mode)

| | |
|---|--|
|  | Navigation key Left: Access to bluetooth mode Right: Access to alarm set Up: Access to MP3 player Down: Access to sms |
|  | TAG Heuer selection key Access to wap menu from home screen |
|  | Camera shutter Slide to start preview mode |
|  | TAG Heuer lateral Button (refer further for dedicated functions) |
|  | Press this key and hold to switch your phone to silent mode. (vibrator only) |
|  | Press this key and hold to lock the keypad |

Display Icons and Indicators

The home screen display includes three areas.



| Icon | Description |
|---|--|
|  | Signal Strength: Strength of the received signal. The greater number of bars, the better the signal strength. |
|  | Roaming: appears when connected to foreign network |
|  | Missed call: appears when you have missed a call |
|  | GPRS Connect: Appears when connected to GPRS. |
|  | New Message: A new incoming text message is unread. |
|  | Unread MMS: A new MMS message is unread. |
|  | Bluetooth: Appears when the Bluetooth power is on. |
|  | Ring: Appears when the ring mode is active. |
|  | Vibrate and Ring: Appears when this profile is active |
|  | Vibrator On: Appears when the vibration mode is active. |
|  | Silent Mode: Appears when the silent mode is active. |
|  | Alarm On: Appears when the alarm is set. |
|  | Lock: Appears when the keypad is locked. |
|  | Power reserve: Full red means fully charged battery |
|  | Headset: appears when wired headset is plugged in and headset user profile is set. |

TAG Heuer lateral button

Your TAG Heuer Phone disposes of a "Dedicated lateral TAG Heuer Button" which gives you access to the following dedicated functions:

EASY SCREEN CONSULTATION

- With one short press, you can, at any moment, display time on the top screen

ALARM MANAGEMENT

- Stop the alarm when ringing

EASY "POLITE REJECT CALL" FUNCTION

- Upon an incoming call, switch your mobile phone to complete silence (no ring, no vibrator) Note : this is just for one call; the previously selected ring mode comes back after automatically

CHRONOGRAPH FUNCTION

From home screen, with a long pressure you can start the stopwatch. Once you have entered the chronograph function, you then can :

- start/stop the chronograph with a short press
- reset the chronograph with a double short press
- Exit the Chronograph function with a long pressure

Change phone language

The default language is either ENGLISH or defined by your SIM card.
To select one of several languages proposed in “settings” mode. Go to [phone setup] then [language]

Accessories

To optimise the performance and lifetime of your accessories, observe the following handling and usage precautions:

- Keep dry. Precipitations, humidity and all types of liquids or moisture can contain minerals that will corrode electronic circuits.
- Do not use or store in dirty or dusty areas.
- Do not attempt to open.
- Do not drop, knock or shake. Rough handling can break fine mechanics.
- Do not store in hot areas. High temperatures can shorten the life of electronic devices and damage batteries.
- Do not store in cold areas.
- Do not use harsh chemicals, cleaning solvents or strong detergents to clean.
- Do not paint

Making Calls

Your First Call

Check the signal strength indicator on home screen. If low, adjust your physical location to be clear of obstructions that may block the signal.

From the home screen, use the NUMBER keys to enter the number you want to call. Press the SEND key to begin your call. It may take several seconds to establish your call.

Note: For international phone numbers: press long on the 0 key instead of keying in the international access code, a (+) sign appears on the front screen to represent the international code access.

Answering Calls

When you receive an incoming call, by default a ringing tune is played and a call message is displayed. If enabled, your TAG Heuer Phone also vibrates.

The incoming call phone number appears on the top screen.

Press the SEND key to answer an incoming call.

Press the END key to end a call or reject an incoming call.

Upon an incoming call, you can switch your mobile phone to complete silence by pressing the TAG Heuer lateral button.

Adjusting Volume

Use the VOLUME key (number 3 in phone layout) on the left side of your TAG Heuer phone to obtain a comfortable listening level. Press the top of the key to increase the volume. Press the bottom of the key to decrease the volume during a call. The latest set volume is saved for next calls.

Last Number Redial

From the home screen, press the SEND key to access to the list of the most recently dialed numbers.

Use the navigation keys to scroll to the desired number and press the SEND key to call the selected number.

Calling your Voice Mailbox

Voicemail is a network service offered by your service provider.

Press and hold the 1 key to listen to your voice messages if the “voice mail server” is saved in. If not, dial in the correct number.

For more information on voicemail, please contact your service provider.

Emergency calls

IMPORTANT! Your TAG Heuer Phone, like any wireless phone, operates using radio signals, wireless and landline networks as well as user-programmed functions. Your phone supports the international emergency numbers that can be used if a GSM network is within range. But connections in all conditions cannot be guaranteed. Therefore, you should never rely solely upon wireless phone for essential communications, for example medical emergencies.

Contacts

You can store phone numbers on your SIM card and/or in your TAG Heuer phone's memory. The SIM card and phone's memory are physically separated, but they are displayed as a single entity called Contact list. To access this menu, press **[Menu]** in Home mode and select **Contact list**.

1. Add New Entry

Storing a number on the SIM card

- Enter information about the contact: name, phone number and caller group
- Press **[Save]** to save the contact.

Storing a number in the phone's memory

- Enter information about the contact: name, phone number (mobile, home, office, fax), company name, e-mail, birthday, associate picture and video, associate sound and caller group.
- Press **[Save]**

2. Finding a stored contact

To search for numbers in Contact list press the right soft key from the home screen.

1. Enter the first few letters of the name that you look for.
2. Scroll to the desired name.
3. Scroll to a number and press **[Send]** to dial, or press **[Option]** to perform one of the following actions:
 - **Send SMS:** allows you to send SMS to selected name, number of your Contact list.

- **View:** allows you to view the entry's contents such as name, number and so on.
- **Send MMS:** allow you to send SMS to selected name, number of your Contact list.
- **Edit:** allows you to edit the entry items.
- **Send vCard:** allow you to send the Contact list entry by SMS.
- **Delete:** allows you to delete the entry.
- **Copy:** allows you to copy the entry from SIM to Phone or Phone to SIM. You will have the same entry in a different storage.
- **Move:** allows you to move the entry from SIM to Phone or Phone to SIM. The entry will be stored in the original storage.
- **Duplicate:** allows you to duplicate the entry in the same storage. You will have the same data in the same storage.

Settings

The Settings menu provides you with various setting options to customize the phone to your preferences and needs. You can also reset the settings to their default values. To access this menu, press **[Menu]** in home mode and select **Settings**.

User Profiles

Use this menu to customize various sound and change settings for the light. Select each environment and select "Activate" to activate the setting. Select "Customize" to modify each Profiles settings:

- **Tone Setup:** Incoming Call, Power On, Power Off, Message Tone and Keypad Tone
- **Volume:** Ring Tone, Keypad Tone, Power Tone and Message Tone, Alarm Tone.
- **Alert Type:** Ring, Vibration Only, Vibration And Ring, Vibration Then Vibration.
- **Ring Type:** Single/ Repeat/ Ascending.
- **Extra Tone:** Warning/ Error/ Camp On/ Connect

Buetooth

This menu proposes all options to manage your phone's bluetooth connectivity

Phone Setup

Many different features of your phone's system can be customized to suit your preferences.

- **Time and date:** This menu allows to set time and date as well as: Home city, Date and time auto update (by network)
- **Language:** Use this menu to select one of the several languages for the displayed text.
- **Display Settings:** This menu allows you to customize desired phone display items: Wallpaper, LCD backlight, Power on display, Power off display, Greeting text, , Show date and time, Show owner number and Show operator name.
- **Preferred Input Methods :** Use this menu to define your preferred text entry mode.
- This input method will always be the default one when entering text in message text editor.
- **Speed Dial:** Use this menu to assign speed dial numbers (2 to 9) for 8 of your most frequently called numbers.

Important Information

The wireless phone described in this guide is approved for use on EGSM 850/900 and GSM 1800/1900 networks. Contact your service provider for more information about networks.

When using your TAG Heuer phone, obey all laws and respect the privacy and legitimate rights of others.

Network services

To use the phone you must have service from a wireless service provider. Many of the features in your TAG Heuer phone depend on features in the wireless network to function. These network services may not be available on all networks or you may have to make specific arrangements with your service provider before you can utilise network services. Your service provider may need to provide you additional instructions for their use and explain what charges will apply. Some networks may have limitations that will affect how you can use network services. For instance, some networks may not support all language-dependent characters and services.

Your service provider may also have requested that certain features be disabled or not activated in your TAG Heuer phone. If so, they will not appear on your menus. Please contact your service provider for more information.

Safety points

For your safety, please refer to the below guidelines prior to using the phone. Failure to comply with these guidelines may cause malfunctions or be hazardous to the user.

Please follow special regulations in any area wherever it is applicable. It is recommended to switch off your phone whenever it is illegal to use, or when it may cause interferences or danger.

Operating Environment

- Road Safety Comes First : Please be careful not to use the phone while driving. In case you need to use the phone, please pull over your vehicle first. In some countries, it is illegal to use a wireless phone while driving. Also, it is recommended to avoid using a mobile phone while refueling at a gas station.
- Switch off in Aircraft. Mobile phones may cause interference to the aircrafts navigation system. Please make sure the phone is in switch off mode while in the airplanes.
- As with other mobile radio-transmitting equipment, you are advised that for satisfactory operations and personal safety, the equipment should only be used in the normal operating position.
- Do not store or carry flammable liquids, gases or explosive materials in the same compartment as the phone, its parts or accessories.

Exposure to Radio Frequency Energy (Specific Absorption Rate Information)

THIS MODEL PHONE MEETS THE EU REQUIREMENTS

FOR EXPOSURE TO RADIO WAVES

Your mobile phone is a radio transmitter and receiver. It is designed and manufactured not to exceed the limits for exposure to radio frequency (RF) energy recommended by the Council of the European Union. These limits are

part of comprehensive guidelines and establish permitted levels of RF energy for the general population. The guidelines were developed by independent scientific organisations through periodic and thorough evaluation of scientific studies. The limits include a substantial safety margin designed to assure the safety of all persons, regardless of age and health.

The exposure standard for mobile phones employs a unit of measurement known as the Specific Absorption Rate, or SAR. The SAR limit recommended by the Council of the European Union is 2.0 W/kg. Tests for SAR have been conducted using standard operating positions with the phone transmitting at its highest certified power level in all tested frequency bands. Although the SAR is determined at the highest certified power level, the actual SAR level of the phone while operating can be well below the maximum value. This is because the phone is designed to operate at multiple power levels so as to use only the power required to reach the network. In general, the closer you are to a base station antenna, the lower the power output.

Before a phone model is available for sale to the public, compliance with the European RTTE directive must be shown. This directive includes as one essential requirement the protection of the health and the safety for the user and any other person.

SAR Information - International (ICNIRP)
THIS MOBILE PHONE MEETS INTERNATIONAL REQUIREMENTS
FOR EXPOSURE TO RADIO WAVES

Your mobile phone is a radio transmitter and receiver. It is designed and manufactured not to exceed the limits for exposure to radio frequency (RF) recommended by international guidelines (ICNIRP). These limits are part of comprehensive guidelines and establish permitted levels of RF energy for the general population. The guidelines were developed by independent scientific organisations through periodic and thorough evaluation of scientific studies. The guidelines include a substantial safety margin designed to assure the safety of all persons, regardless of age and health.

The exposure standard for mobile phones employs a unit of measurement known as the Specific Absorption Rate, or SAR. The SAR limit stated in the international guidelines is 2.0 W/kg. Tests for SAR are conducted using standard operating positions with the phone transmitting at its highest certified power level in all tested frequency bands. Although the SAR is determined at the highest certified power level, the actual SAR of the phone while operating can be well below the maximum value. This is because the phone is designed to operate at multiple power levels so as to use only the power required to reach the network. In general, the closer you are to a base station, the lower the power output of the phone.

. While there may be differences between the SAR levels of various phones and at various positions, they all meet the relevant international guidelines for RF exposure.

SAR Information - FCC
"This device complies with part 15 of the FCC Rules. Operation is subject to the following two conditions:
(1) This device may not cause harmful interference,
(2) This device must accept any interference received, including interference that may cause undesired operation."

For body-worn operation, this phone has been tested and meets FCC RF exposure guidelines when the handset is positioned a minimum of 15 mm from the body without any metal parts in the vicinity of the handset.

THIS MOBILE PHONE MEETS FCC REQUIREMENTS FOR EXPOSURE TO RADIO WAVES

This phone has been tested and meets the Federal Communications Commission (FCC)

RF exposure guidelines for head and body worn use. For body worn operation this phone has been tested and meets FCC RF exposure guidelines when the handset is positioned a minimum of 25 mm from the body without any metal parts in the vicinity of the handset. The SAR limit set by the Federal Communications Commission of the U.S. Government is 1.6 W/kg.

The highest measured SAR values for the TH01M model phone are:

Max HEAD SAR1g = 0.427 W/kg limit 1g = 1.6W/kg) for GSM 850

MaX Body SAR1g @ 25mm separation = **1.003** W/kg Limit 1g = 1.6W/kg) for GSM850

Max HEAD SAR1g = 0.287 W/kg limit 1g = 1.6W/kg) for PCS 1900

MaX Body SAR1g @ 25mm separation = **0.503** W/kg Limit 1g = 1.6W/kg) for PCS1900

Hearing safety:

This product respects the current regulations for limiting the output volume of consumer audio devices to a safe level. By listening to your device with headphones or earbuds at high volumes, you run the risk of permanent damage to your ears. Even if you get used to listening at high volumes and it seems normal to you, you still risk the possibility of damaging your hearing. Reduce the volume of your device to a reasonable level to avoid permanent hearing damage. If you hear ringing in your ears, reduce the volume or shut off the audio player. This

device has been tested with the TAG Heuer supplied headset. Other manufactures headset may produce volume levels higher or lower than the TAG Heuer delivered headset.

changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.”
(Rule Part 15.21)

· “Note: This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

--Reorient or relocate the receiving antenna.

--Increase the separation between the equipment and receiver.

--Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.

--Consult the dealer or an experienced radio/TV technician for help.

(Rule Part 15.105)

Care and Maintenance

Your TAG Heuer Phone is a product of superior design and craftsmanship and should be treated with care. The suggestions below will help you fulfill the warranty obligations and enjoy this product for many years.

- Keep the phone and all its parts and accessories out of the reach of small children.
- Keep the phone dry. Precipitation, humidity and liquids containing minerals will corrode the electronic circuits.
- Do not use or store the phone in dusty, dirty areas as its components may be damaged.
- Do not store the phone in warm areas. High temperatures can shorten the life of electronic devices, damage batteries and warp or melt certain plastics.
- Do not store the phone in cold areas. When the phone warms up to its normal temperature, moisture can form inside the phone, which may damage the electronic circuits.
- Do not attempt to open the phone's casing. Non-expert handling of the phone may cause damages to your phone.
- Do not drop or knock the phone. Rough handling may damage the internal circuits.
- Do not use harsh chemicals, cleaning solvents or strong detergents to clean the phone. Wipe out with a soft cloth slightly dampened in mild, soapy water.
- If the phone or any of its accessories are not working properly, take them to your nearest qualified service center. The personnel there will assist you, and if necessary, arrange for the phone to be repaired.

- The only way to turn off the charger is to unplug it, so use an easily accessible AC power socket.
- In case of hot weather or after a prolonged exposure to the sun (e.g., behind a window or a windscreen), the temperature of your phone's casing might increase, especially when featuring a metallic finish. Be very careful in this case when picking up your phone and also avoid using it with an ambient temperature over 40°C or below 5°C.

Battery information:

- Do not incinerate.
- Do not deform or open the battery.
- Do not allow metal objects (such as keys in your pocket) to short circuit the battery contacts.
- Avoid exposure to excessive heat (>60° C or 140° F), moisture or caustic environments.

You should only use TAG Heuer batteries and chargers, as the use of any other accessories may damage your phone and may be dangerous. The use of an incorrect type of battery may also cause an explosion.

Qualified Service

Only authorized after sales service are allowed to repair the phone. Refer to website for more information on after sales services.

