

Shiny Silver

Sagem has a new youth-centric phone they're launching, the my721X. It ties in with a lot of current trends at the moment - it's slim, includes a 3.2 Megapixel camera and sports a fashionable metal finish.

Well, the my721X doesn't necessarily have to be youth centric, it's the sort of product that would have been on a mid-range post paid plan not so long ago.

Look & Feel

Even though only 9.8 mm thick, the my721X doesn't feel flimsy. Weight and durability are provided by metal in the back cover and accents.

A flat keypad design has been implemented, with buttons protruding from slits in a single sheet of metal.

There's a stylish but straight-forward feel to this handset, perhaps a refreshing element for customers who get overwhelmed by features they'll never use.

This product includes a fairly loud ringer that plays MP3 ringtones and SMS alerts. It seems as though whoever used the sample before us loaded some funny Borat and Crazy Frog SMS notifications. A good reminder of the value of MP3 alerts, particularly SMS notifications. A lot

of young people don't talk as much these days, preferring to communicate via text.

Screen

A 262k colour TFT screen is included, capable of displaying fine detail in photos. This works well with its 3.2 Megapixel camera, both as a viewfinder and in displaying photo albums.

When we turned it on, photos from the gallery acted as a screen saver, with animated transitions at set intervals.

Audiovisual Extras

As mentioned, the my721X has a 3.2 Megapixel still camera, plus camcorder capabilities. Including a microSD slot opens up possibilities regarding music, with one of the early launch plans being to bundle a 512 Mb card inbox.

There's also an FM radio making an almost unlimited amount of audio programming available.

Bluetooth is also embedded, for connecting headsets and sharing between phones.

Impression

Sagem always offer bang for your buck. Once again, they're launching a product that would have cost hundreds more dollars only a year or two ago.



Actual size