

## Discount Gold-Plated Mobile Phone

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I am looking for an over-priced luxury handset in the market? Do you equate luxury with a brand name, snakeskin, perhaps even a feature phone with all but the barest of "features?" You're in luck! Once again looking to give Virtue a run for its money, TAG Heuer Meridiist has upped the ante with its newest. In addition to that world famous 1.9-inch sapphire crystal display, 2 megapixel camera, media player, Bluetooth, and roughly seven hours of talk time, this guy throws the Lamborghini logo into the mix. Available in a limited edition of 1963, look for it sometime this month at selected TAG Heuer (A company like Breitling Watches or rolex) and Lamborghini retailers -- which we're sure you frequent anyways.

There are cell phones, there are expensive cell phones and then there is the Tag HEUER-MERIDIIST.-The-super-exclusive-phone-is-Swiss-engineered,hand-assembled and clad in the kind of metal that Tag Hauler watches have become renowned for. With a narrow focus on design, the Meridiist E70 puts its price tag way ahead of its features, as this phone won't do much but it will have you taking out a second mortgage on your home. It costs upwards of \$6,000, yet it doesn't even approach the specs of other mega-expensive cellular devices like Virtue's lineup. The astronomical price isn't the only thing that sets the Tag HEUER MERIDIIST apart from other cell phones: For starters, you can opt to have your MERIDIIST skinned in crocodile, leather or, for the more reserved, black rubber. The main display screen on the phone is constructed from 60.5 carats of sapphire crystal, which makes it virtually uncatchable. This is comforting news should you feel risky enough to put your \$6,000 phone in your pocket next to a set of house keys. It also sports a second outer OLED screen, which shows the time, date and does double-duty as a stopwatch and lap counter. The phone cuts an impressive figure, built like a tank and covered with cool 316L steel, but the specs on that are wholly unimpressive. There is no standout feature to be found, and 3G functionality is completely absent.

With just a little bit of research, it becomes clear that the Tag HEUER MERIDIIST is aimed at a very small target audience. There is a 2-megapixel camera and a better-than-average seven-hour talk time battery, but besides that, the only thing you're getting for your money is an expensive gadget that you can brag about. Tag HEUER has always been synonymous with making pieces that resiliently stand the test of time, and it will most definitely do just that. TAG Heuer, the world leader in luxury sports watches and chronographs has teamed up with the famous Italian super sports car manufacturer to create the limited-edition MERIDIIST Automobile Lamborghini phones. In tribute to the year Automobile Lamborghini was founded, 1963 pieces of this finely-tuned device will be sold worldwide. " Breitling Watches has revolutionized first timekeeping and now luxury mobile phone industry by finding technological inspiration in professional motor sports and Grand Tourism cars," said Steve Am Stutz, General Manager for TAG HEUER Communication Instruments.

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