

What (Japanese) Women Want: A Water-Cooled Smartphone?

Written by Marco Attard
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The Medias X 06E is not just a smartphone from Japanese CE maker NEC aimed at the more feminine side of the market-- it is actually a landmark device, being the first smartphone featuring water cooling.



You see, the glossy polycarbonate shell (available in either white or pink) carries a water-filled pipe moving heat away from a 1.7GHz quad-core Snapdragon S4 Pro CPU the a graphite radiator parallel to the motherboard. The result, NEC claims, is a cooler smartphone.

Admittedly the idea sounds potentially clever-- judging by how much some modern smartphones heat up after just a few minutes of use, we are only surprised other mobile makers did not think of the same concept sooner. Then again, water and pricy electronics tend to make the worst of combinations, even if the overpowered PC enthusiasts who long employed such cooling might disagree!

Apart from novel cooling, the ladyphone also features a 4.7-inch 720x1280 OLED display, 13.1 front- and 1.3MP rear-facing cameras, 2300mAh battery and connectivity in the shape of wifi and NFC. Also making the device more girly (perhaps insultingly so) is a pair of light-up accessories in the shape of either a tiny Tokyo Skytree and what looks like a... generic bauble?

So far, the Medias X will only be available in Japanese markets via NTT DoCoMo from June 2013, but international interest might convince NEC to ship the device to our territories.

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