

CONSUMER ELECTRONICS

## Vertu's assets auctioned in liquidation sale

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*Vertu Constellation phone. Image credit: Vertu*

By STAFF REPORTS

As British mobile phone maker Vertu ceases production, the remaining contents of its manufacturing arm are being auctioned off.

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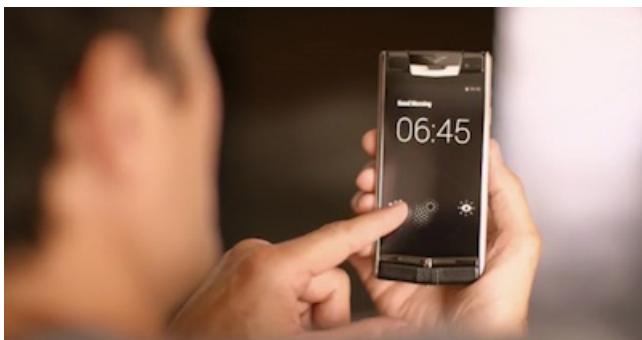
Auctioneer G.J. Wisdom & Co., at the request of Vertu's liquidators, is selling all of its assets, including the contents of the mobile phone producer's museum. While Vertu devices retailed for lofty price points due to the precious materials used, the online auction features phones with starting bids as low as just a few hundred pounds.

### Auctioned archives

In July British mobile phone manufacturer Vertu liquidated its production arm following the failed attempts of its new owner to turn the company around.

Earlier this year, the technology company was sold to its fourth owner, Baferton Ltd., in a \$61 million deal. Facing increasing pressure and competition from other companies, Vertu had recently seen financial struggles ([see story](#)).

As part of the liquidation, Vertu's production contents are being auctioned off. Included among the lots of office furniture and dcor are mobile phones.



*Vertu Signature Touch phone. Image credit: Vertu*

Among the items up for bid are limited-edition phones in partnership with Ferrari, collector's edition items and sets

of archival Constellation and Ascent devices.

With a starting bid of 20,000 pounds, or about \$26,000, the entire contents of the Vertu Museum will also be sold. This includes 105 concept and production phones, pictures, posters and marketing material.

The final phase of the auction will begin on Aug. 11.

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