

30 June 2003

3 HK service to start in August

Service trials underway

Overwhelming consumer response to 3 in Europe and Australia has given rise to an unexpectedly strong demand for 3G handsets, resulting in handsets being shipped to these markets first to meet the surge in customer orders. Hence, Hutchison 3G HK is only expected to launch its 3 services this August.

In the meantime, 3 service trials in Hong Kong are underway for internal users and related business associates, designed to test and perfect 3's products and services ahead of service rollout. Marketing programs for 3 are also gathering pace, including online registration, lucky draws and advertising billboards at key commercial districts in the territory.

The service trials follow the completion of the construction of Hong Kong's first 3G network. Further to the success of Hutchison 3G networks going live in the UK and Italy, Hutchison 3G HK has teamed with NEC in order to provide the best network to Hong Kong consumers. Hence, Hutchison 3G HK has appointed NEC and Siemens as joint suppliers of the radio access network covering radio network controllers, radio base stations and network management system, whilst Nokia has been retained as the supplier of the core network. The 3G infrastructure is based on WCDMA technology and is fully compliant to the international specifications set by 3GPP (3G Partnership Project).

Mrs Agnes Nardi, Managing Director of Hutchison Telecom (HK), said, "Our readiness for 3 service launch is in good progress. The network and system infrastructure are developed and the results of the service trials are encouraging. Our marketing programs have commenced and will increasingly build up brand awareness for launch. We are confident that we will deliver the first 3G services with unrivalled quality in Hong Kong, bringing the local mobile market into a new exciting era of video and multimedia communications."