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3 Hong Kong partners with i-CABLE to provide exclusive 24-hour real-time mobile video news reports, real-time video traffic updates and sports news express

Get instant access to needed information simply via two clicks

3 Hong Kong has entered into partnership with i-CABLE Communications Ltd. (i-CABLE) to be the first mobile operator in Hong Kong to provide real-time mobile video news reports, video traffic updates and sports news express. Users can easily access the information they need through two clicks on their 3 video mobile phones. i-CABLE is the major television programs producer in Hong Kong and the only local TV station providing 24-hour news channel.

Ms Agnes Nardi, Managing Director of 3 Hong Kong, said, "We are glad that i-CABLE has become one of the major content providers of 3. Over the past few months, we have been working closely with i-CABLE to bring video news broadcast and traffic surveillance into the mobile dimension through the use of 3G technology. With the provision of real-time mobile streaming of news broadcast, traffic condition and other information, 3 subscribers can keep abreast of what is happening around the world anywhere and at anytime. This represents a significant breakthrough in the development of local video mobile services."

Mr Benjamin Tong, i-CABLE's Executive Director of Multimedia Services, said the cooperation between 3 and i-CABLE is a milestone achievement of Hong Kong's telecommunications services."3 is the territory's top mobile operator while i-CABLE is Hong Kong's leading integrated communications company which provides multimedia services that best match the needs of local subscribers. We are confident that the cooperation would create synergies and bring the most impressive contents to Hong Kong subscribers. This would certainly mark a new milestone in the local telecommunications services," said Mr Tong.

24-hour real-time video news service

The new 24-hour real-time video news service provided by 3 will enable subscribers to use their video mobile phones to watch the latest video news, financial news and weather reports of i-CABLE anytime, anywhere. All the news contents will be constantly updated, allowing subscribers to view the latest local and international news.

Instant real-time traffic updates

The partnership between 3 and i-CABLE also includes the deployment of high-speed connection technology, which delivers high quality images of real-time traffic updates to 3 video mobile phones, allowing customers to check out the traffic conditions at major roads and tunnels of Hong Kong. This includes the entrance of the Cross Harbour Tunnel (Hong Kong side), the Sham Tseng Interchange of Tuen Mun Highway, Pok Hong

Estate of Lion Rock Road, Tsuen Wan Road Bridge and the Kwai Chung Container Terminals. More monitoring spots will be added in the future.

Visit the "M-Site" for more football information

In addition, 3 subscribers can visit the "M-Site" and access i-CABLE's soccer website (www.isoccer18.com), which provides them with all they want to know about the soccer world, including the latest soccer news, upcoming important fixtures, betting odds and match results.