

27 January 2004

3 Hong Kong makes its 3 Service debut

3Shop and 3ServiceCentre open for purchase of 3 video mobile phones and service subscription

3 Hong Kong today officially rolls out the 3 Service, the first 3G video mobile communications services in Hong Kong, as well as the world-first NEC c616 3G video mobile phones. Its initial chain of retail network including nine 3Shops, one 3Corner and three 3ServiceCentres are opened across the territory for customers to make purchase of the NEC c616 3G video mobile phones and service subscription. 3's TV commercials are also unveiled today to mark the debut of this new fascinating video mobile communications world.

Agnes Nardi, Managing Director of 3 Hong Kong, said, "Today marks the beginning of a new mobile communications era in Hong Kong. With Hutchison Group's long-sustaining position of being a market pioneer, 3 Hong Kong is proud to spearhead the first 3G video mobile communications service in Hong Kong, leading the local mobile industry into the 3G arena. Partnered with numerous industry-leading vendors, we have established a world-class 3G network, providing mobile users with unsurpassed and richest video-based communications, information and entertainment content. More importantly, we have created a very simple and user-friendly interface. 3's easy-to-use services will play an important role in driving the local uptake of mobile multimedia services. In fact, we have received overwhelming responses from the general public who show great interest in the vast variety of 3 video mobile services, following the opening of our 3Shop flagship store in Central on 24 Jan. We are confident that 3 will soon become an indispensable part of our daily life, continually leading Hong Kong to stay at the forefront of the global mobile development."

All users who subscribe to the 3 Service before 28 February 2004 will enjoy attractive offers on using 3's multimedia and text content, as well as fabulous MNP offers on international calling and roaming services. Those 80,000 users who have made online pre-registration with 3 before 19 January 2004 can enjoy even more exclusive offers.

With a world-class and high quality 3G network, 3 not only provides full network coverage in Hong Kong, but also roaming service for 3G and GSM networks in 165 countries and regions around the world. In Austria, Australia, Italy, UK, users will be able to make and receive video calls. And they can access a multitude of video-based information and entertainment from 3 Hong Kong's content-rich 3Grid even while they are travelling in UK, Italy, Sweden, Denmark and Austria. The 3 global network is growing rapidly and with more countries joining the list all the time.

Nine 3Shops, one 3Corner and three 3ServiceCentres which feature fresh new design have been opened today. All the outlets are conveniently located across the territory to allow customers to try out the exciting 3G video mobile communications services and provide convenient services for purchase of 3 video mobile phones and accessories, service subscription, bill payment, general enquiries, etc. 3's retail network is continually expanding with more retail outlets to be opened soon.

Under the theme of "The Difference is 3", 3's new TV commercials are aired today in TV channels, portraying how 3 can totally change the way people live, communicate and interact with the power of video calling and the excitement brought by the video streaming content. A series of marketing promotions are also kicked off, including printed advertisements, outdoor billboards and parade of stunning-decorated "3"cars, which will arouse great curiosity and attention.