

19 February 2004

### **3 connects to Vfone, marking a global breakthrough in video communications technology**

No IDD costs for video calls between 3 and overseas Vfone users, exclusive promotional offer for 3 and Vfone customers

3 Hong Kong, CK Communications Limited ("CK Communications") and Hutchison Global Communications Limited ("HGC") today joined forces to connect video communications between 3 and Vfone in Hong Kong, marking a major technological breakthrough. This is a key milestone in video communications and is the first time in the world that a video phone has been successfully connected to a 3G video mobile phone. No IDD charges will be involved for 3 users to make video calls with overseas Vfone users. Plans are in place to extend this pioneering connection between 3 and Vfone to other countries, further establishing a global network and community extensively using video-based communications. To promote the benefits brought by this novel video connection, attractive special offers have been launched exclusively for 3 and Vfone customers. 3 is the first and the only 3G operator in Hong Kong to provide video mobile communications services, while Vfone is the market leader in the provision of broadband video communications services. The connection between 3 and Vfone ("3V connection") brings together the two market leaders and is poised to speed up the adoption of video communications. The "3V" connection brings great benefits and progress:

#### **Visionary:**

A technological breakthrough that facilitates the rapid development of the global video communications network, as well as promotes a new mode of living

#### **Video:**

Face to face communications bring people closer as geographical barriers become insignificant

#### **Value:**

Enables cost and time savings; enhances the quality of life and improve efficiency

The "3V" connection brings a number of major advantages for 3 and Vfone users:

- No IDD costs will be involved for video calls between 3 and overseas Vfone users
- 3 users can conduct remote surveillance through Vfone anytime and anywhere
- Vfone users can make video calls to 3 users whenever they like

Agnes Nardi, Managing Director of 3 Hong Kong said, "It is always our vision to bring everyone an uncommon lifestyle in the new video communications world in which people can stay connected to one another anytime anywhere through face to face video call, not just voice. The launch of this world-first video communications service between 3 video mobile phone and Vfone can further enhance the video communications frontier, enabling the mass public to video call 3 users

in the most user-friendly way via a simple dial from the Vfone. We can envision that video calling will not only be a new mode of communication, but also fast become part of our everyday life." "The convergence of video, voice and data communications is driving forward a new era in the way humans communicate with each other, whether from wired or wireless devices. Video communications is an emerging trend that is here to stay as people benefit from the ease and enjoyment of face to face interaction, without the geographical barriers. The '3V' connection allows our Vfone customers to make video calls to 3 users from the convenience of their homes, offices and beyond," said Gerald Ma, Director of CK Communications.

Peter Wong, Chief Executive Officer of HGC said, "We are honoured to join forces with 3 Hong Kong and CK Communications to climb new heights in the realm of video communications technology. The groundbreaking '3V' connection clearly evidences the flexibility and capability of our full fibre optic network. We are pleased to bring customers additional cost savings and benefits with this exciting new development".

**Special Offer for 3 & Vfone Customers**

To celebrate the launch of the "3V" connection, a promotional discount is on offer for 3 and Vfone customers:

**Exclusive Vfone Offer for 3 Customers<sup>1</sup>**

	Regular price	Supreme Handset Offer Plan <sup>2</sup>	\$0 Tariff Plan <sup>3</sup>
<b>Vfone</b>	\$2,380	\$1,288	\$2,388
<b>Service Plan</b>	\$68/month	\$68 X 15 months	\$0 X 20 months
<b>Saving</b>	-	\$1,092 (instant Vfone discount price)	\$1,352 (Vfone and 20 month service fee)

<sup>1</sup>Offer valid while stock lasts

<sup>2</sup>15-month "Vfone" service contract applies

<sup>3</sup>20-month "Vfone" service contract applies

**Exclusive 3 Offer for Vfone Customers**

	Regular price	Special Offer Price
<b>NEC e616</b>	\$4,380	\$3,980
<b>NEC e313</b>	--	\$998 (minimum service period between 6 and 18 months, subject to the service plan selected)

For purchases on or before 18 Mar 2004, additional 333 free local video call minutes will be offered

(111 min x three consecutive months)

Customers who buy 3 video mobile phones and Vphones at the same time will enjoy both offers. To know more about 3 and Vfone, please call the 3 Hotline on 3162 3333 or the Vfone 24-hour Customer Service Hotline on 3168 2828, or visit selected 3Shops.