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3 video mobile phone provides superiority of “3G · 2G CROSSOVER” with over 3,300 cell sites Say goodbye to your 2G phone now Join “3” with your existing phone number and receive trade-in benefits worth up to \$3,300

- 3 Hong Kong provides “3G ? 2G CROSSOVER” superiority on a single handset, connecting you with over 3,300 cell sites, nearly doubling that provided by other network operators.

- The high data transfer speed of 384kbps enable delivery of Hong Kong's best 3G mobile video services.

- Benefits of up to \$3,300 when subscribing with existing numbers and purchasing 3 video mobile phones.

- 3-fold benefits for customers who subscribe with existing numbers and trade-in 2G handsets for 3 video mobile phone of LG 8120, NEC c616V and NEC c616.

3 Hong Kong pioneered the first 3G service in Hong Kong in January this year, leading Hong Kong's telecommunication industry into a new era. Today, 3 launches the superior “3G ? 2G CROSSOVER” initiative, connecting customers with over 3,300 cell sites, which is nearly double the number supplied by other operators, to give 3 customers a mobile network coverage unrivalled by other network operators. 3's world-class 3G network now uses high data transfer speed of 384kbps to provide the best quality mobile video content services in Hong Kong, unmatched by the low transfer speeds of other technologies, such as GPRS or EDGE.

Trade-in 2G handsets for 3 video mobile phone with existing number to enjoy 3-fold benefits

To encourage more customers to convert to 3G, 3 Hong Kong is providing a wide selection of 3G premium service plans, allowing customers to experience the joy of 3G services at the most reasonable prices. For customers who trade-in for 3 video mobile phones, 3 Hong Kong is providing 3-fold benefits: when customers subscribe to 3G with their existing numbers, and select LG 8120, NEC c616V or NEC c616 handsets, they can enjoy rebates of up to HK\$300; moreover, customers who trade-in specific models of 2G handsets for a 3 video mobile phone can enjoy additional rebates of HK\$500, and can have three months of multi-media content package (valued at \$28 per month) for free, to enjoy the exciting and unparalleled contents of 3G.

Coinciding with the promotion plan, 3 Hong Kong is launching a series of publicity campaigns, to demonstrate the “3G ? 2G CROSSOVER” superiority, using brand new concept advertisements on TV, newspapers, MTR stations etc!

Best network coverage for “3G ? 2G CROSSOVER” superiority

3 Hong Kong's 3G and 2G networks now provide 99% coverage in populated areas, with over 3,300 cell sites, nearly double the number provided by other network operators, ranking number one in Hong Kong.

The two networks of 3 is providing quality indoor coverage at the airport and Hong Kong Convention & Exhibition Centre, most shopping centres, hotels, department stores, restaurants and commercial buildings, and at karaoke and entertainment spots, public and private housing estates. In major commercial buildings, shopping centres and entertainment spots, quality 3 coverage is provided in all indoor areas including elevators. All 3 customers with a 3 video mobile phone can enjoy the “3G ? 2G CROSSOVER” advantages.

Free multi-media content package (\$28 per month) for 3 months, enjoying nearly 30 video channels

3 Hong Kong's 3G network adopts the most advanced UMTS mobile radio technology, with high data transfer rates at 384kbps, several times faster than the existing GPRS/EDGE networks in Hong Kong. With the highest data speed in Hong Kong, 3 network provides the best mobile video streaming and downloading services. Video contents employ the advanced MPEG4 format to enable smooth and vivid streaming; and the unique video call services can hardly be rivalled by existing 2.5G / 2.75G technologies.

Furthermore, 3 Hong Kong's advanced streaming technology provides customers with live coverage services, such as real-time news, traffic conditions and high quality home surveillance. Other video streaming services include the latest financial information, the hottest highlights from TV dramas, movie trailers, and full-length MTVs. Nearly 30 video channels provide a wide array of contents on 3 video mobile phones, covering all aspects of life: soccer, news, finance, movie, music, entertainment, fashion, games, traffic and weather, so that 3 customers while using quality communication services, can enjoy all other wonderful aspects of life beyond the confines of space and time. Customers who join 3 now can enjoy 3 months of multi-media content package (\$28 per month) for free.

More than 250 retail points and service centres for convenient one-stop shopping

The 3 retail network is renowned for being most widespread in Hong Kong, with over 250 points of sale throughout the territory, to provide 3G and 2G customers with convenient one-stop shopping. At any of these outlets of 3-3G- customers can purchase handsets and accessories, sign up for a subscription plan, or make enquiries to select the most ideal mobile communication services. All 3 customers can enjoy the convenience provided by 3 Service Centres.