

3 September 2004

**Hong Kong partners with Hongkong International Terminals to further enhance the content of "Traffic Channel"**

Providing live traffic conditions at areas around Kwai Chung Container Port

3 Hong Kong has partnered with Hongkong International Terminals (HIT) to further enhance the content of the "Traffic Channel", which broadcast live traffic conditions from areas around Kwai Chung Container Port by using video streaming technology.

3 Hong Kong has accessed to HIT's four traffic cameras positioned at Ching Cheung Road, Kwai Chung Road, Container Port Road South and Route 3 towards Western Harbour Tunnel, all close to Kwai Chung Container Port. People working in the transportation industry can simply use their video mobile phones to view the latest traffic conditions in areas around the terminals, giving them greater flexibility in managing their time and helping them to deliver containers to the terminals without delay.

Mrs. Agnes Nardi, Managing Director of 3 Hong Kong, said, "Since its launch, 3's Traffic Channel has received an overwhelming response and we have added more traffic cameras at different locations, providing our customers with the latest traffic conditions around Hong Kong. The partnership between 3 Hong Kong and HIT facilitates the extension of the "Traffic" application to the commercial sector. Through advanced 3G technology, both personal users and those in the transport industry can check out real-time traffic conditions in the Kwai Chung port area. Hence, they can adjust their delivery times and improve their operating efficiency."

Mr. Eric Ip, HIT Managing Director commented, "With a strong focus on customer service, HIT is committed to the adoption of new technologies to strengthen our level of customer service. Using 3 Hong Kong's "Traffic Channel", customers can receive first hand information on road conditions in the Kwai Chung port region, increasing convenience of container pick-up and delivery."

Currently, 3 Hong Kong accesses to 33 traffic cameras distributed throughout Hong Kong on the "Traffic Channel". Service charges are based on usage per video minute.