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**"Live 3" - 3 Hong Kong launches seven new state-of-the-art 3G video mobile phones of three brands plus two attractive offers and three new contents**

The NEC 338—lightest handset in market, the Motorola A1000—with full range PDA functions, the LG 8130—with extensive functions

- Introducing seven 3G video mobile phones of three brands - the NEC 338, Motorola A1000 and LG 8130
- Offering two terrific offers along with new monthly tariff plans – triple video call minutes and 60 extra multimedia / video contents per month for the first three months to encourage customers to use video calling and browse video contents
- Three irresistible new contents - DV Club Sharing Channel, Breaking News and Dining with "Nearby Jetso" service
- Brand new TV advertising campaign starring Leon Lai, bringing forth the new lifestyle "Live 3"

3 Hong Kong's services have set the trend for video mobile communications in Hong Kong. To take this hot trend one step further, 3 Hong Kong today introduces seven new state-of-the-art video mobile phones of three brands. The stylish NEC 338 is so far the lightest video mobile phone in the market. The Motorola A1000 is characterised by a full set of PDA functions and the LG 8130 is endowed with rich features. All are suitable for the business executives and anyone who looks for excellence in product quality. New 3-3G- users may now enjoy triple video call minutes, plus 60 extra multimedia / video contents per month for the first three months.

3's contents are unparalleled by the addition of the innovative DV Club Sharing Channel and the introduction of Hong Kong's first Breaking News service hosted by a virtual female news anchor. The contents of Dining have also been strengthened with the location-based "Nearby Jetso" service. At the same time, 3 Hong Kong today launches a new series of television commercials to promote the new lifestyle "Live 3".

Mr Dennis Lui, Chief Executive Officer of Hutchison Telecommunications International Limited (HTIL), said: "Hutchison Telecom has been the pioneer of mobile communications for many years. On moving from 1G to 2G and then to the 3G mobile communication age, we have never stopped in bringing along the most advanced products and services to Hong Kong. Earlier this year, we headed again in transforming horizontal voice communications into three dimensional video communications in Hong Kong. 3G has changed our ways of communications and ways of life. We have marked the new era of 3G in Hong Kong, broadening the scope of mobile communications into video mobile communications."

**3 Offers a Strong Line-up of Handsets and Sets the Trendy Style**

Mrs Agnes Nardi, Managing Director of 3 Hong Kong, said: "3 Hong Kong's marketing campaign is heralded this time by a strong line-up of new handsets and the richest contents. Thanks to the full support of NEC, LG and Motorola, 3 Hong Kong now has an irresistible line-up of 14 superb 3G handsets to suit the palates of customers from all walks of life. We provide the richest information and entertainment in the market, unrivalled by no one. To-date, we have partnered with more than 120 content providers to offer the latest, the fastest and the most diversified content offerings in 30 channels. Over 10,000 multimedia and video contents on news, traffic conditions, finance, football, films and so on are provided daily for viewing. We have strengthened 3's contents to cater to every facet of life for Hong Kong people, allowing each 3 customer to enjoy the best advantage in communications ever."

At the press conference, Mrs Nardi recommended the NEC 338 which best caters for the market demand for small and light handsets. Weighing only 114 grams, the NEC 338 is the lightest video mobile phone in the market. It comes in orange, silver and black, with a rotatable camera and 65K colour display. It supports video calls, video and audio streaming, video messaging, POP3 and IMAP4 email, MP3, Java applications and games.

Mrs Nardi also introduced the super-rich features of the brand new Motorola A1000. This handset is specially designed for business executives. It is streamlined and elegant, with fabulously unparalleled features. In addition to standard 3G video functions, Motorola A1000 features 1.2 mega pixels camera lens, UMTS and GSM tri-band capability and AGPS. It also supports the Pictel document viewer that allows access to Microsoft Word / Excel / PowerPoint / Adobe PDF documents and Unzip files, as well as PDA functions, POP3 and IMAP4 email, MP3, up to 256MB Triflash memory card, Java applications and games, Bluetooth, Symbian Operating System and a 65K colour touch screen.

Following customers' tremendous response to the LG 8120, 3 Hong Kong today presents its cousin - the LG 8130. Available in silver, grey and black, the LG 8130 has a rotatable VGA camera with camera light. It excels in features such as video calls, video and audio streaming, video messaging, POP3 and IMAP4 email, MP3, Java applications and games.

#### **Attractive Handset Offers, Video Minute and Multimedia Content Packages**

With the launch of the new video mobile phones, 3 Hong Kong provides attractive offers for customers to cross over from 2G to 3G, encouraging them to join the new lifestyle of "Live 3". For 3 customers opting for the \$183 monthly tariff plan, the NEC 338 costs only \$1,380, the Motorola A1000 at \$4,380 and the LG 8130 at \$1,680 (some handsets require a prepayment). Those who join 3 with their mobile numbers and trade in 2G phones can enjoy an extra rebate of up to \$800.

To let customers experience video mobile communications, and to encourage them to make video calls and browse 3's video contents, starting today, 3-3G- monthly tariff plans are newly designed to best suit

customers' communications needs. New customers can also enjoy triple video call minutes and 60 extra multimedia / video contents each month (worth \$28) for the first three months. In addition, from now until the end of December, all 3-3G- customers may take part in a lucky draw held every two weeks and have a chance to win up to \$3,330,000 of credit card spending.

### **Fascinating New Contents to Enrich Your Life**

3 is the leader of Hong Kong's 3G market, providing the latest, richest and the most advanced contents. 3 has partnered with over 120 content providers. This strong line-up features the most powerful content providers in music, football, news and information on Mainland China. To further strengthen its creative 3-3G- contents, 3 Hong Kong now adds video sharing services and new contents in current affairs and dining, so as to fully satisfy and enrich customers in communication, information and entertainment.

### **Video Mobile Communication - DV Club Sharing Channel**

Video calls have an edge over voice calls when it comes to business, shopping, buying things for friends or expressing love to family members since images are far more intimate and real-to-life than voice-only calls. Dial #506666 on a video handset, and the 3-3G- customer can instantly capture a video through the video call platform. There is no recording time limit and the video can be as long as the user wants it to be. It enables users to capture and cherish the precious moments of life. Users can share such videos with chosen friends or with all 3-3G- customers. Through communicating in vivid images, sharing becomes more memorable.

### **News and Finance - Breaking News**

3 has partnered with Metro Radio to present Hong Kong's first Breaking News service to be hosted by a virtual female news anchor, empowered by Avatar technology. She will bring you timely news roundup, with local and international breaking news, in a professional and lively way.

### **Food and Entertainment – Dining**

Dining provides a complete visual guide on food and beverages, exclusive dining offers and special set menus. Location-based service has long been very popular among 3 customers. A soon-to-be-launched location-based service called "Nearby Jetso" will prove to be another popular service among users. With the advanced intelligent search engine of GPS location-enabled service, 3 customers can easily obtain convenient and timely tips on nearby food and entertainment outlets.

### **New TV Advertising Campaign for "Live 3"**

A new advertising campaign on TV is starting today, featuring superstar Leon Lai, to illustrate the lifestyle "Live 3". The storyboard tells of a pair of lovers showing their deep affection for each other through video mobile phones. The message is simple and powerful. It shows how video images have the ability to let us express and share our feelings, and to elevate our lifestyles to higher realms. A new 3-3G- television commercial will broadcast tonight on TVB Jade, TVB Pearl, ATV Home and some selected channels of

Cable TV at 9:15 pm. The commercial can also be viewed on the video wall at Times Square, a high traffic location, and the plasma screen network in the MTR. 3 wants to bring the message of "Live 3" to every passer-by. 3-3G- users can even preview the new commercial and its making-of on their 3G video mobile phones at 6:00 pm in the evening.