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3-3G-customers watch live concert on video mobile phones

3 Hong Kong pioneers using video streaming technology to broadcast "UMG All Stars Live 2004" concert

Want to choose where you will attend a concert? 3-3G- customers have already done that! 3-3G- customers last week used their mobile phones to watch the live broadcast of "UMG All Stars Live 2004" concert, to the envy of many. The effects were great, with clear and smooth picture quality, allowing 3-3G- customers to feel the live concert atmosphere wherever they were.

The concert premiered 3 Hong Kong's live broadcast services. On November 27 and 28, 3-3G- customers enjoyed an hour's concert highlights featuring top artistes of Universal Music. This was the first time in Hong Kong that a live concert was broadcast to mobile phones. It truly demonstrated 3 Hong Kong's superior quality in video streaming technology and sound effects.

3 Hong Kong has partnered with Hong Kong's top-notch music companies featuring local and overseas famous artistes, including East Asia Record, BMG, EMI, Gold Label Entertainment, Sony Music, Universal Music and Warner Music, to provide 3 Hong Kong with full-length original music videos and audio tracks of local and overseas favourites, for download or for streaming. 3 Hong Kong will continue to provide other live broadcast services, and let 3G video mobile phone users truly experience the unique audio-visual pleasures of "Live 3".