

19 December, 2004

Launching the second wave of TV Commercial for "Live 3"– Leon Lai interprets a new lifestyle with video communications breaking down country barriers: "See the words, feel the connection"

The first series of "Live 3" TV Commercial by 3 Hong Kong entitled "Rainy Days" was broadcasted on TV in mid-November with great success, much welcome by fans and became the talk of the town. The male protagonist as played by Leon Lai said to the heroine, via mobile video handset, the quotation that has become classic: "Words should never be spoken carelessly. I'll keep my words". A touching video phone call and an endearing voice make it possible to have "See the words, feel the promise".

Second Episode of "Live 3" TV Commercial

Following "Rainy Days" the heroine returned to the side of Leon Lai with a happy ending. The second episode of "Live 3" is called "Dawn" in which Leon Lai and the heroine continued with their romantic story. In the deep of the night, Leon was woken by the ring of his phone, and on the video handset screen, the heroine appeared with a smile inviting Leon to watch the sunrise together. Leon puzzlingly glanced outside his window which was all dark, until he remembered that the heroine was on holiday in Australia. While surfing for information the heroine knew that weather in Hong Kong was overcast and could not see the sunrise, so she used a video phone call to share with Leon the sunrise in Australia. Although woken from his dreams, the sleepy-eyed Leon was grateful to see the heroine appearing on his handset, making all things more beautiful.

It was only by means of the 3G video mobile phone and the video roaming service which allowed the heroine of faraway to be able to make a face-to-face contact with Leon by maintaining a video conversation. From now on, people can link together not only by voice, but also have the close contact as if face-to-face, with actions and expressions clearly conveyed. Even in a far-off place, 3's video communications will bring you together. With the roaming service of 3 covering numerous countries and regions, 3's wonderful contents are always around to keep you company. This is part of the experience of "Live 3"- 3G video mobile phones are so powerful that you can see clearly using them, and every small detail in life can become an experience to cherish through your video mobile phone.

Leon to sing the theme song for the TV Commercial

The first series of "Live 3" carried a theme song which became an instant hit. The new series "Dawn" will have another theme song, which has a quick but light rhythm, aptly fitting for the storyline. With Leon's singing, and with music and lyrics by Mark Lui and Wyman Wong, it is sure to become another favourite hit in town!

To be on air 20 December, spreading the message of“Live 3”

The second series of the“Live 3”advertising campaign, the TV commercial“Dawn”, will be debuted on 20 December, on TVB Jade and Pearl channels, ATV Home channel, various channels of Cable TV, and on 3's video mobile phones.