

21 December, 2004

3 Hong Kong brings an array of innovative 3G services for Christmas and New Year v-Card service combines animation with 3G technologies and allows customers to create personalized video greeting cards

DV Club supports DIY videos - to share with over 5.9 million 3-3G- customers worldwide in the festive seasons free of geographical barriers

3 Hong Kong's 3G video mobile phones have led the market with their rich and pioneering contents. After unveiling a series of Christmas and New Year special video contents, 3 now introduces another exciting and exclusive DIY video greeting card service — v-Card, allowing customers to create their own personalized and interesting video greeting cards with animation and sound, and to send their warmest greetings to relatives and friends in Hong Kong and anywhere in the world during the festive seasons.

Realize creativity to produce personalized video greetings with 3's v-Card

v-Card is exclusively offered by 3 Hong Kong. By combining animation with the latest video mobile communications technology, v-Card not only has removed the text limitations of SMS, but also has gone beyond the fixed formats of MMS. It allows 3-3G- customers to produce the most exciting and trendy Christmas and New Year animated video greetings. Simply input one's personal greetings onto the 3 video mobile phone, and v-Card will combine the message with selected animation to send a most unique greeting to the intended recipient. With sound and image perfectly blended to deliver the warmest touch, v-Card will delight every recipient with its personalized, animated content, like a lovely short video.

The wide choice of animation clips amuses everybody! These include the cartoon-styled "Angelic Wish" with romantic falling snow; the "Glory To God" filled with Christmas atmosphere, the very popular "Breakdance" alive with rhythm and movement, as well as an array of other v-Card favourites based on different festivals and special themes. Here are Christmas cards that do not have last days of postage! 3-3G- customers can now enter the "v-Card" in the Sharing Channel anytime anywhere, to send their personalized greeting cards with warmest regards to their friends instantly, and experience the magic of "see the words, feel the connection".

DV Club supports DIY videos of unlimited length - to share with 5.9 million 3-3G- customers worldwide

3-3G-customers can capture the holiday season's most precious moments without worrying about the memory capacity of their handsets. To record a video of unlimited length, customers need simply press #506666 on their video mobile phones. Furthermore, they can select "DV Club" in the Sharing Channel to share their videos with friends or with other 3-3G- customers. With a customer base of over 5.9 million throughout the

world, H3G allows all 3-3G- customers to enjoy seamless video communication and keep in close touch without geographical barriers. In this holiday season, DV Club is the most powerful way to convey thoughts and wishes to friends and relatives everywhere!