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**3 Hong Kong unveils a myriad of Chinese New Year attractions - New LG 8138 video mobile phone with dual colour displays plus Hong Kong's first Videomail Service, innovative congratulatory video contents and services to celebrate a vibrant New Year**

-3 Hong Kong today unveils the stylish LG 8138 video mobile phone featuring dual colour screen displays with an attractive HK\$1,780\* offer

-Introduces the soon-to-launch and Hong Kong's first Videomail Service in Hong Kong, allowing customers to record a 30-second video mail greeting message and give the caller a personal warm greeting. 3 also offers a library of video mail greetings, including soon-to-launch greetings from Leon Lai and Fiona Sit, as well as currently-available greetings from pop idols Alex Fong and Stephy Tang

-A variety of innovative and exclusive congratulatory video services are designed for Chinese New Year celebration, including v-Card featuring pop-stars, horoscope and tarot fortune telling video services. Other services that add to the festive spirit are also available such as M-Card, "Hello" Ring, ringtones, wallpaper download and games

-MW channel delivers innovative Chinese New Year video contents created by local young talents

3 Hong Kong today further enriches its mobile phone portfolio with the launch of a new 3G video mobile phone – LG 8138, leaping another video mobile hype in the territory. 3 Hong Kong currently boasts the strongest line-up of video mobile phones in the market with 14 video phones and 24 colour choices, and an UMTS/GPRS data card. As the third video mobile phone offered by LG in Hong Kong, this new LG 8138 features 65K dual colour screens for outer and inner display. 3-3G- customers can simply preset the Calling Line Identification (CLI) number with selected photo or image, and the outer screen will display the photo or image when receiving the incoming call. Customers can also set the wallpaper according to their own preferences.

Similar to the other LG video mobile phones launched earlier, LG 8138 comes in small and light design with silver purple and silver red colours, best suiting the palates of the trendsetters. LG 8138 supports cutting-edge functions like dual mode (3G & 2G) and up to 384kbps 3G data download speed. Other unparalleled features include video calling, video and audio streaming, video messaging, POP3 and IMAP4 email, MP3, Java applications download, 72 tones polyphonic ringtone and rotatable 300K pixels camera with camera light. It presents another hot favourite for the trendsetters. Customers who subscribe to \$183 monthly tariff plan can enjoy an attractive \$1,780\* offer to purchase this new stylish LG 8138 video mobile phone.

Ms Agnes Nardi, Managing Director of 3 Hong Kong, said, "3 Hong Kong is very pleased to introduce another new video mobile phone-LG 8138. This feature-rich, slim and chic video mobile phone will be another big hit in the market and an ideal Chinese New Year gift. With the debut of LG 8138, 3 Hong Kong now provides customers with 14 video mobile phones and 24 colour choices, and an UMTS/GPRS data card, the strongest line-up of video mobile phones in the market that best caters for the customers' diversifying needs and preferences. 3 Hong Kong will continue to stay ahead in the advancement of 3G mobile communications in Hong Kong, with a consistent pursuit of providing wider selection of high-quality video mobile phones and more compelling new video mobile services in addition to the existing 33 content channels."

### **Hong Kong's first "Videomail" Service - leave personal video mail messages to greet family and friends during the Chinese New Year**

3 Hong Kong introduces the soon-to-launch and first-of-its-kind "Videomail" Service in Hong Kong, which allows 3-3G- customers to record a 30-second video mail greeting message via video phone and give the callers a personal greeting, free of the limitations of voice mail. Apart from creating personalized video mail greetings, customers can also choose from a library of funny video mail greetings, including soon-to-launch greetings from Leon Lai and Fiona Sit, as well as the "Kung Hey Fat Choy" greetings from pop idols Alex Fong and Stephy Tang currently available. During this festive season, 3-3G- customers can utilize the new "Videomail" Service to leave a video message and say "Kung Hey Fat Choy" personally with their friends and relatives who are not able to answer the video call. During the promotional period, customers can enjoy this new service with a 50% discount offer at \$30 per month and download funny greetings from the library for free. 3 Hong Kong will continue to bring more interesting video mail greetings for customers so that they can fully experience the excitement of video mobile communication.

### **Specially design "Good Luck in Rooster" video contents for the Chinese New Year to wish 3 customers a prosperous year of Rooster**

Ms Agnes Nardi, Managing Director of 3 Hong Kong, said, "3 has pioneered in rolling out 3G service in Hong Kong for nearly one year. We are delighted that 3 has established a market leading position in terms of video mobile phone portfolio, service content, network quality and coverage, as well as video roaming coverage. 3 brings customers the best services in video mobile communication and a new lifestyle, with our 3G customer base fast expanding to 220,000 within only a year's time. Today, we are introducing the soon-to-launch and territory's first Videomail Service and a rich selection of video services for Chinese New Year and our 3-3G- customers can celebrate the Chinese New Year in a completely new video way."

3 launches compelling Chinese New Year contents dubbed "Good Luck in Rooster". Its unique video contents enable customers to reach out to their family and friends with warmest wishes - "a prosperous year of Rooster" and share the joys of the season together. These congratulatory services and contents include:

### **A variety of New Year v-Card and M-Card with celebrities will be available soon**

During the Chinese New Year festival, 3-3G- customers who look for personalized video messaging services can choose the territory-first v-Card service exclusively offered by 3. v-Card goes beyond the limitations of SMS and MMS. It allows customers to simply input their personal greetings onto the selected v-Card with funny videos and send it to their relatives and friends. v-Card featuring celebrities will soon be offered too. Besides, customers can also send New Year greetings to their loved ones very soon with an array of exclusive and interesting M-Cards featuring pop stars. In addition, customers can send their favourite images via MMS to 503333 and print a DIY Chinese New Year card with their lovely photos and warmest wishes for their friends and family very soon.

### **Exclusive fortune telling video hotline hosted by Little Prince and Tarot Master Juliana**

#### **Video clips on Chinese zodiac from Master So**

#3362 horoscope video hotline is exclusively offered by 3 for users to find out one's luck in the new year. Make a video call to #3362 with a 3 video phone, 3-3G- customers can get face-to-face touch with the highly popular diviner Little Prince 24 hours a day and obtain the yearly forecast of their own horoscope. 3 also introduces a night-time Tarot fortune telling video hotline hosted by Tarot Master Juliana. Customers need simply make a video call to #3361 during the specified time and they can get the Tarot Master's advice via video mobile phones. In addition, Master So will provide exclusive short videos on the fortune predictions for 12 Chinese Zodiac in the year of Rooster. He will also bring short video clips about the enhancement of people's money luck, health and relationship, as well as Feng Shui in various districts across the territory.

### **Chinese New Year specials from Mind Works**

MW channel delivers a rich selection of innovative New Year celebration contents. These include congratulatory short videos clips shot by youngsters, video mail, interesting music video clips and short movies for Chinese New Year, allowing customers to send cute wishes and surprises to their beloved ones during the holiday season.

In addition to the above New Year services and contents, 3 also offers the exclusive Snoopy™ and Robocon wallpapers and M-Cards, as well as a rich array of Chinese New Year ringtones, "Hello" Ring and games to add to the festive mood.

### **3 Hong Kong's Video IDD and Video Roaming service – a new video channel to send New Year greetings to overseas family and friends**

Long to say "Kung Hey Fat Choy" and send New Year wishes to family and friends miles away? 3-3G- customers can now use their video mobiles to congratulate face to face with their loved ones via 3 Hong Kong's Video IDD and Video Roaming service. 3 Hong Kong has constantly expanded its roaming coverage with IDD video service currently extended to 30 regions and video roaming expanded to 15 regions round the world. All 3-3G- customers in Hong Kong can get connected with more than 6.8 million H3G customers,

bridging the distance between them with video mobile phones and allowing them to exchange heartwarming wishes on the New Year day.

*\*\$200 handset prepayment and 12-month contract are required.*