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### **3 Hong Kong pioneers the world-first 3G live video broadcast service for horse racing**

Real-time race clips and Hong Kong-first 3G mobile betting service are delivered via 3G video mobile phones, making betting on horse races and football matches, and Mark Six ticket purchases much easier anytime anywhere 3 customers can also enjoy free download of "Silent Witness" wallpaper with their video mobile phones

- 3 Hong Kong provides the world's first live video broadcast service for horse racing on 3G video mobile phones - "Horse Racing Live", allowing 3 customers to watch real-time races, results and dividends.
- First in Hong Kong to deliver a comprehensive range of 3G mobile betting services. 3 customers can place bets on horse races and football matches, or purchase Mark Six lottery tickets at ease via their video mobile phones.
- New customers who subscribe to 3's network service and "Horse Racing Live" service (\$25/month<sup>1</sup>) at the same time can enjoy 3G mobile betting services for free<sup>2</sup>
- Simply log on to 3's Racing Channel and 3 customers can enjoy free download of the wallpaper for the World's Top Ranked Sprinter - "Silent Witness", presented by HKJC

3 Hong Kong has constantly played a leading role in the local 3G development. As the world's first 3G operator to pioneer video-based mobile horse racing infotainment, 3 Hong Kong brings the world-first live mobile video broadcast service for horse racing to all local racing fans, riding on its cutting-edge high speed mobile video streaming technology. It enables customers to simply log on to 3's Racing Channel with their video phones, select "Horse Racing Live" and then watch quality real-time race clips on 3G video mobile phones. These compelling new services mark the dawn of a new era for mobile video horse racing infotainment.

#### **The advent of the world's first "Horse Racing Live" service**

With the innovative "Horse Racing Live" service, 3 customers not only can watch race broadcast at Shatin and Happy Valley racecourses with Cantonese or English commentaries on their video phones, but also obtain veteran commentators' live commentaries, analyses on horse forms and tips. On top of that, they can check the live results and dividends on all racing pools. Whether on-course or off-course, racing fans can enjoy the best of horse racing infotainment on their video mobile phones. Best of all, from 1 March till end of June, new customers who subscribe to 3's 3G service together with "Horse Racing Live" service (\$25/month ) can enjoy free 3G mobile betting service offered by 3 Hong Kong during the promotion period.

#### **Hong Kong-first 3G mobile betting service**

In addition to the world-leading live mobile broadcast service for horse racing, 3 Hong Kong provides the first 3G mobile betting service in Hong Kong, enabling users to view live racing, and at the same time place bets on horse races and football matches, or buy Mark Six tickets at ease via 3G video mobile phones.

The 3G mobile betting service is extremely user-friendly. After opening a betting account with HKJC (applicants must be aged 18 or above), customers will be able to bet on all racing pools and football matches, as well as purchase Mark Six tickets anywhere directly with their video mobile phones. During the promotion period, customers who have successfully registered for the 3G mobile betting service can enjoy two privileged offers, including a waiver on the \$100 card replacement fee for a 3G betting SIM, and a \$50 tariff rebate upon placing their first bet through the service. Coupled with a comprehensive range of information on horse racing and football available in 3's Racing Channel and Football Channel, 3 customers can grab the best winning opportunities much easier than before.

Ms Agnes Nardi, Managing Director of 3 Hong Kong, said: "Horse racing is one of Hong Kong's most popular sports. With the full support of Hong Kong Jockey Club, 3 Hong Kong has successfully blended the power of 3G mobile video streaming technology with live horse racing broadcast, making horse racing viewing completely mobile and enabling local horse racing fans to watch live racing on the go. With the advent of this pioneering live mobile video broadcast service for horse racing, plus our richest portfolio of racing information and services, 3 Hong Kong offers all racing lovers a wholly new experience in horse racing."

#### **The Racing Channel features a full array of first-hand racing information**

3 Hong Kong provides a comprehensive range of racing information in the Racing Channel. Text-based, voice-based and video-based racing information is available. Commentators Ko Sing Chun and Dip New share their latest insights on each race in the "Ko Sing Chun and Dip New's Audio Commentary" session. The information is updated every Tuesday and Friday before each race day, with each voice message charged at M+\$2.

Two other services, "ihorses" and "Racing 21", are also available for subscription.

The "ihorse" service, which costs \$60 a month, features race analysis, predictions and the personal favourite combinations from the popular commentators. "Racing 21", at \$28 a month, provides race cards, odds, running analysis, past performance, statistics, racing news and the tips of commentator Dip New.

#### **Access Football Channel to catch the match videos from Barclays English Premier League & UEFA Champions League**

3 Hong Kong boasts the strongest lineup of football video content, and is the only mobile operator in Hong Kong to deliver the most popular football leagues match videos from Barclays English Premier League and UEFA Champions League. Simply logging on to the Football Channel via video mobile phones, 3 customers can catch the previews, match highlights and roundups for all Barclays English Premier League matches and match highlights of all UEFA Champions League matches anytime anywhere. To enable customers to keep abreast of live matches, 3 Hong Kong presents the special "EPL Video Flash" service. Everything from video goals and shots, as well as video highlights for the first half and second half matches for all Barclays English Premier League matches will be pushed to video phones instantly during the matches in progress, giving customers exactly the same enjoyable experience as watching live football.

**Free wallpaper download for the World's Top Ranked Sprinter - "Silent Witness"**

"Silent Witness", the world's top ranked Sprinter, has attained very outstanding performance. Acclaimed as the long winning horse, "Silent Witness" has won the championship in 14 races so far, beating its own Hong Kong records once and again. From now onwards, 3 Hong Kong will provide customers with free download service of "Silent Witness" wallpaper, presented by HKJC. Customers need simply access 3's Racing Channel, and download photos of this remarkable horse elite onto their video mobile phones as wallpaper.