

28 April, 2005

3 Hong Kong launches the world's first 3G "Video Conference" service with new TV commercial bringing its amazing power to life

Unveiling new 3G video mobile phone LG 8330 with 260K-colour LCD display and Hong Kong's first full-featured 3G Rechargeable SIM card

- "Live 3 - Sharing", a brand new TV commercial starring Leon Lai will premiere tonight on major TV channels, sparking off a new wave of interest in 3G video mobile communication.
- Unveiling the world's first 3G video conference on demand service. Using their 3G video mobile phones, up to four 3's customers can participate in a video conference at any time and from different parts of the world.
- The brand new LG 8330 video mobile phone with 260K-colour main LCD display is available at only HK\$1,280. Customers buying the new handset and joining 3 as new subscribers will receive a free video call and content package originally valued at HK\$28 per month for the first three months.
- Introducing Hong Kong's first 3G Rechargeable SIM card in a choice of two face values (HK\$98 and HK\$500) to suit the needs of general and business users. The card provides access to a range of mobile video services, including voice/video calls, text/video/multimedia content and mobile data services.

3 Hong Kong is once again leading the market by introducing the world's first-ever 3G video conference on demand service. Using their 3G video mobile phones, up to four 3's customers can participate in a video conference at any time, from Hong Kong or different parts of the world. The extraordinary power of this pioneering service will be demonstrated in 3 Hong Kong's new TV commercial series that premieres tonight on major TV channels with Leon Lai once again playing the main role.

3 Hong Kong is also unveiling the brand new LG 8330 video mobile phone. The new phone features a 260K-colour main LCD screen for enhanced display quality. Meanwhile, the special-edition LG 8180 in black that Leon Lai features in 3's new TV commercial is now available. With immediate effect, any new subscriber purchasing video mobile phone from 3 Hong Kong, will receive free entitlement to 3's new video call and content package (valued at \$28 per month) for the first three months. The new package includes 30 minutes of video call and 30M of multimedia image/video content.

3 Hong Kong is also launching the territory's first 3G Rechargeable SIM card. By providing access to a huge range of mobile video capabilities, including voice/video calls, text/video/multimedia

contents and mobile data services, the SIM card will ensure users experience the unique power of 3G mobile communication.

Ms Agnes Nardi, Managing Director of 3 Hong Kong, said, "Since launching our pioneering 3G video mobile services last year, 3 Hong Kong has been at the forefront of the 3G revolution, providing customers with world-class 3G video communication services, the richest video content and the most comprehensive network coverage. Today, we have achieved another industry first with the world's first-ever 3G video conference service. This perfect fusion of 3G and video conferencing technologies is a real breakthrough. Customers can now engage multiple parties in a single video call to have business meetings, as well as get-togethers for family and friends. No prior arrangement is needed, which means 3G video conferences can be held anytime with a simple touch. We are also leading the way with the launch of the LG 8330 video mobile phone and Hong Kong's first 3G Rechargeable SIM card. These initiatives underline our commitment to bringing people in Hong Kong the unprecedented power of video mobile communications."

Launch of world-first and easy-to-use 3G "Video Conference" service

3 Hong Kong's pioneering 3G video conference service lets families, friends and business partners stay visually connected even when they are in different parts of the world. Making a video conference call is simple. Customers need to make a video call to either key in * 188 (for Chinese) or * 189 (for English) on their 3 video mobile phones, or visit "3 Grid" and select "Video Conference" in the video call icon and input the mobile numbers. For each video conference call, the caller can initially key in up to three mobile numbers. During the conference calling, the caller can bring in new conference partners by cutting the line of any party and inviting a new participant to join the call. This highly flexible and extremely convenient 3G video conference service is available at only HK\$35* per month.

The brand new LG 8330 is available at a super-attractive price

Following the successful launch of the LG 8180 video mobile phone, 3 Hong Kong is pleased to add the brand new LG 8330 to its leading range of 3G video mobile phones. With a 260K-colour main screen, LG 8330 supports MP3 and 72-chord polyphonic ring tones in addition to a range of quality video mobile functions, including a rotatable 300k-pixel camera lens, video call capability, audio/video streaming and video messaging. The new handset also includes support for 384kbps data download, POP3 and IMAP4 email protocol, MP3, JAVA applications and exciting new games.

The brand new LG 8330, coming in silver and petroleum blue, is available in all 3Shops for just HK\$1,280** for customers who subscribe to the HK\$183 monthly service plan. MNP customers are entitled to an additional rebate of HK\$300.

Hong Kong's first 3G Rechargeable SIM card brings exciting benefits

The new 3G Rechargeable SIM card provides the same basic functions as a regular SIM card for 2G mobile phones and also entitles the user to a range of 3G video mobile services - including video calls, music videos, MP3 ring tones, video news and financial updates, live videos of football matches and horse races, location-base services, network games, chat rooms and much more. The new and easy-to-use 3G Rechargeable SIM card also provides access to IDD and roaming services. A choice of two face values (HK\$98 and HK\$500) is offered to suit the needs of general and business users.

New TV commercial conveys the power of "See it. Share it. Feel it."

3 Hong Kong has once again invited Leon Lai to play the main role and sing the theme song in the latest "Live 3" TV commercial series - "Sharing". Kate Tsui, Miss Hong Kong 2004, plays the leading female role in a touching story about a stern father and his defiant son finally breaking the ice after having been at odds with each other for many years, especially after the son went overseas to pursue his personal dreams. The advert depicts the son just as he receives a video conference call from his family and knowing that his father is about to undergo major surgery. Seeing the sad faces of his family on his 3G video mobile phone, the son realises he has failed in his filial duties throughout the years. He rushes home, rejoins his father, and the two of them hold hands affectionately, expressing their new-found love for each other. Impeccably shot in Japan, this new TV commercial brings the amazing power of 3G video conference calls and video call roaming to life.

Leon Lai sings the theme song

The theme song of 3's new TV commercial is produced by a group of Hong Kong renowned music masters, with Leon Lai as the singer, Lin Xi as the lyricist, Wu Guan Yan and Jeffrey Chen as the composers, Mark Lui as the director, and Joanthan Lee as the concept creator.

"Live 3" TV commercial appears on major TV channels tonight

The "Live 3 - Sharing" TV commercial will premiere on TVB Jade, ATV Home, selected Cable TV channels and a number of internet web-sites concurrently at 9:15pm tonight. It will also be shown on the mega screen at Times Square in Causeway Bay in the evening, where a press conference will be held to launch the new commercial. Sneak previews of the TV commercial and making-of clips start from 6pm today - exclusively for 3 customers with 3 video mobile phones. Thanks to 3's high-quality video streaming technology, they can also view the live broadcast of the press conference at Times Square, wherever they are.

Notes:

* Video call minutes will be calculated based on the duration of the call. IDD charges apply to video conference calls made to 3 customers overseas. Video roaming charges apply to video conference calls made from overseas.

**A 12-month service contract and prepayment are required.