

19 February 2009

### **3 Hong Kong launches the city's first Visual Voicemail service for iPhone 3G customers**

#### **Catering market needs with new HK\$138 iPhone 3G monthly plan**

#### **3Apps shortcut key connecting customers to local iPhone applications**

Hong Kong, 19 February 2009 - 3 Hong Kong, the mobile operator of Hutchison Telecommunications (Hong Kong) Limited, today launched two brand new and innovative iPhone 3G services - Visual Voicemail and 3Apps. To further popularise mobile data usage, 3 Hong Kong also newly introduced a HK\$138 iPhone 3G monthly plan, enabling more customers to enjoy convenience and delights brought by iPhone 3G.

Making its debut in Hong Kong, Visual Voicemail service removes the need to dial into the voicemail system. Customers can directly retrieve voicemails by touching the simple interface and display shown on an iPhone 3G's screen. They need not listen to the voicemails according to the sequence of messages but can choose to listen to their preferred voicemails first. Visual Voicemail also brings along several advanced functions such as "Pause", "Rewind", "Forward" and "Repeat", allowing users to listen to an important segment of a voicemail quickly and effectively. Furthermore, 3 Hong Kong has newly added to its iPhone 3G version of Planet 3 the 3Apps shortcut key that allows customers to access localised applications and services in the most economical and swiftest way.

#### **Revolutionary Visual Voicemail service saves 40 seconds retrieving voicemails versus conventional service\***

Identifying the huge market potential of visual voicemail and customers' demand for innovative value-added services, 3 Hong Kong partners with Comverse, a leading visual voicemail service provider to develop on its HSPA network a voicemail platform allowing voice and data integration, successfully introducing the next generation voicemail service.

#### *Key benefits of Visual Voicemail service:*

1. Direct access to voicemails: Visual Voicemail transmits all new voicemails to customers' iPhone 3G deploying push technology. The number of unread voicemails will be shown on "Voicemail" under "Phone". Customers can directly listen to the unread voicemails without the need to dial into the voicemail system, saving users 40 seconds versus the existing voicemail service\*;
2. No longer bounded by the sequence of messages when retrieving voicemails: Customers can choose to listen to their preferred voicemails first, enjoying greater flexibility compared with the conventional voicemail service;

3. Smart play functions: Customers can selectively and repeatedly listen to an important segment of a voicemail by using the functions of “Pause”, “Rewind”, “Forward” and “Repeat” in a quick and effective manner;

4. Restoring deleted voicemails: Customers can restore deleted voicemails within three days after deletion while no restoration is allowed in the conventional voicemail service;

5. Greater voicemail storage: Customers can save up to 40 voicemails, doubling that conventional voicemail service#.

*\* The technical test was conducted by 3 Hong Kong and the result was measured by listening to the same voicemail using iPhone 3G and normal 3G handsets.*

*# Based on a one-minute voicemail.*

### **New customers enjoy one-year complimentary Visual Voicemail service**

During the promotional period, customers who purchase iPhone 3G and subscribe to a monthly plan of HK\$188 or above are entitled to enjoy complimentary Visual Voicemail service for 12 months. Customers subscribing to HK\$138 monthly plan and existing iPhone 3G customers can enjoy free trial for two months. After the free trial, these customers can subscribe to the service at a special monthly fee of HK\$8 (Original fee: HK\$18). To enjoy the service trial, iPhone 3G customers have to upgrade their iPhone 3G’s “Firmware” and “Carrier Setting” to 2.2.1 version and 3 3.1 version respectively. Customers can then register for the service trial by calling 3 Hong Kong’s Hotline on 3162-3333, logging on Planet 3 on iPhone or visiting any 3Shop. The service will be activated 24 hours after registration. Upon service activation, a customer only needs to record a personalised greeting message or choosing the default one before enjoying the Visual Voicemail service.

### **3Apps - a shortcut key for quick search of local applications**

3 Hong Kong has newly added a 3Apps\*\* shortcut key to the iPhone 3G version of Planet 3. Through 3Apps, customers can quickly connect to “App Store” to download localised applications. 3Apps is categorised into “Top App” and “Top WebApp”. “Top App” provides a complete collection of applications designed by local iPhone 3G applications developers. These applications are further grouped under five categories including “News”, “Games”, “Infotainment”, “Fortune Telling” and “Others”. Special contents include “Reading” which directly connects to Yahoo! Hong Kong RSS news channel; “minibus Hong Kong Bus Routes Search Engine” which provides comprehensive information on local bus routes and itinerary planner tool; “Weekend Weekly Restaurants Search

Engine” which enables customers to search for territory-wide restaurant information and locations; and “Enjoy” which offers information on local movies. The content of 3Apps will be enhanced continuously, facilitating iPhone 3G customers of 3 Hong Kong to download more and newer localised applications.

The “Top WebApp” shortcut key grants users an immediate access to the most popular webpage applications such as Gmail, dictionary, photo albums and calendar offered by “Google Webapps”; “Real Time Flight Information” of Hong Kong International Airport; “MTR fares” providing information on MTR routes and fares; and more.

*\*\* Only Chinese version of 3Apps is now available.*

### **New HK\$138 iPhone 3G Monthly Plan**

To enhance the popularity of mobile data service, 3 Hong Kong also launched a new HK\$138 iPhone 3G monthly plan. Customers can purchase an 8GB iPhone 3G at HK\$3,738 plus HK\$942 of prepayment or a 16GB iPhone 3G at HK\$4,538 plus HK\$922 of prepayment upon signing up a 24-month contract. The new iPhone 3G monthly plan entitles customers to 400 basic voice minutes, 600 on-net voice minutes, 100MB data usage and unlimited Wi-Fi usage.

For more details on Visual Voicemail service, please contact 3 Hong Kong’s Sales Hotline on 3162-8888, visit any 3Shop or see [www.three.com.hk](http://www.three.com.hk)