

12 May 2012

“3Home Broadband” takes broadband entertainment to new heights with the Android TV Box broadband package

Powering your TV with PC capabilities

Supported by a wide range of compelling content services

- Android TV Box brings the power of the PC to your home TV
- Enjoy a wide spectrum of exclusive 3 Hong Kong’s content services and the hottest Android Apps
- Android TV Box for \$0 bundled with high-speed broadband service
- Customers can experience the latest services on the 3Broadband Entertainment Truck which will be driven all over Hong Kong

Hong Kong, 12 May 2012 - 3 Hong Kong, the mobile and home broadband arm of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, Stock Code: 215), today announced that its “3Home Broadband” brand launches the Android TV Box, enabling customers to enjoy a broad range of multimedia content and applications from 3 Hong Kong and Google Play on their home TV, unveiling a new way to enjoy broadband multimedia services.

As part of the campaign, a 3Broadband Entertainment Truck will be driven all over Hong Kong to allow customers to experience the compelling new entertainment services of “3Home Broadband”.

Bundled Android TV Box and broadband entertainment

Raymond Ho, Director of Consumer Fixed Business & Partnership Management of 3 Hong Kong said: “As a leading integrated telecom service provider, we continue to innovate by adding the latest content services to enrich our customers’ lifestyle. We are the first telecoms operator in Hong Kong to launch a bundled service combining the Android TV Box and broadband entertainment. Thanks to our high-speed fibre-optic fixed network, “3Home Broadband” customers can now enjoy value-added multimedia services on their home TV.”

The new Android TV Box brings the power of PCs to home TV

Equipped with the Android 2.3 operating system, three-core CPU and 512MB DDR RAM, the Android TV Box ensures a smooth internet browsing experience. In addition, Android TV Box also supports 1080p HDMI for high-definition visuals and web browsing by multiple smartphones via Wi-Fi. The Android TV Box is also equipped with USB and Bluetooth connection ports, enabling the connection of accessories, like keyboards and motion sensor game controllers.

Offering fantastic infotainment content to suit customers' needs

Together the Android TV Box and “3Home Broadband”’s high-speed broadband service allow customers to enjoy 3 Hong Kong’s exclusive multimedia content on their home TV, including more than 1,000 local and international movies through “Anyplex”, a digital movie on-demand application. In addition, customers can also enjoy music and HD music videos through “KKBOX”, the world’s largest online Chinese pop and MV library. Customers can also download the top-ranked game Angry Birds and other online and motion sensor games, as well as applications from Google Play, such as myTV, YouTube, Facebook, Taobao, Skype and they can access emails as well.

The Android TV Box for \$0, surprise offer now in town

Customers who subscribe to “3Broadband Entertainment Service Bundles”¹ with a \$128 or above monthly plan are entitled to an Android TV Box for \$0² (original price: \$1,990) and residential telephone line service with a daily charge as low as \$5. In addition, new subscribers are also entitled to the “3Lan Kwai Fong Annual Pass” and “3Screen Golden Harvest Cinema Annual Pass” for free.

Customers who subscribed to the above service bundle can also enjoy free Foz Kids application which ensures safe internet fun for children. What’s more, a two-month free trial of various value-added applications will be offered to customers, including “Anyplex” movie on-demand application, “24Reader” eBooks service, “Shot’ n Print” photo printing service, “KKBOX” music service, AS Anti-hacker software and AS Anti-virus software.

Visiting you soon - 3Broadband Entertainment Truck

“3Home Broadband” has kicked off a creative campaign with a 3Broadband Entertainment Truck decorated in a home setting. Starting from today, the Truck will travel to districts across Hong Kong to allow customers to enjoy the fun and excitement of a new home broadband entertainment experience.

For more information about “3Home Broadband”, please call hotline 3166 2222, visit any 3Shop or go to 3Home Broadband website at www.threebb.com.hk.

Remarks:

1. Broadband entertainment bundles (100M broadband service + the Android TV Box) and residential telephone line service are offered together at a monthly fee of \$153. Customers must pre-pay a 3-month service fee and sign a designated contract. The offer is effective until 30 June 2012. Offer is valid only to subscribers of designated buildings who successfully install the new home broadband service.

2. A redemption letter for the Android TV Box and a confirmation SMS will be sent to the new subscriber within one week after the successful completion of installation. Customers are required to present the redemption letter to redeem within one month upon the receipt of the confirmation SMS.

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