







ishow debuts instant posting of MMS on the Internet via mobile phone anytime anywhere for the world to see

(21 April 2004, Hong Kong) – SmarTone today launched the trend-setting **ishow** service, empowering mobile phone users to post MMS on the Internet instantly anytime anywhere in an economical and convenient way. Mobile phone users, regardless of the network they subscribe to, can simply send from their handsets photos / videos with text / voice clips to be posted instantly on the Internet for the world to see.

Mr. Douglas Li, Chief Executive Officer of SmarTone, said, “**ishow** provides a communication means for all Hong Kong people to share everyday moments or observations on the Internet. It enables easy, instant and up-to-the-minute sharing of one’s feelings / inspiration with the world, thus helping people ‘get closer’.”

ishow is accessible via SmarTone  >>  Channels >>  **Hip-hop** via handset or on ishow.com.hk via personal computer. It welcomes mobile phone users of any network to send photos / videos with text / voice clips as MMS to the designated number, 6010 0022, so that their submissions can be posted instantly on ishow.com.hk. Senders will be notified by an SMS with a specific URL where they can view the submitted photos / videos on the Internet, while SmarTone customers using WAP handsets will receive a WAP push notification and view on SmarTone  via handset.

“We believe **ishow** can promote the usage of camera phone for visual communication,” remarked Mr. Li. “People can share instantaneously any funny, touching, interesting or inspiring moment (even seemingly meaningless things) with others. Trend-setters would find **ishow** most appealing.”

In addition to viewing and adding comments to others’ submissions via SmarTone , SmarTone customers can send SMS (with a specific URL embedded) to invite friends to view their favourite photos / videos on the Internet. If the invitee is a SmarTone customer, he / she is entitled to another option of viewing and adding comments to the submitted photos / videos via SmarTone .



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For the next few weeks, SmarTone will select Top 10 submissions each week. Each of the Top 10 winners will be awarded a latest model camera phone. The 10 best entries between 22 – 28 April will get a Nokia 6230.

No surcharge for postings in **ishow** for all mobile phone users regardless of their network on entering this competition (please check www.ishow.com.hk or call the hotline of **ishow** at 2793 6313 for details of the competition).

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About SmarTone

SmarTone is Hong Kong's leading mobile network operator in multimedia services. We are a customer-oriented company and aim to bring our customers closer to the people, the information and the entertainment that is important to them and, through this, to generate greater shareholders' value. SmarTone is committed to delivering the best value proposition in the market through continual improvements in the three pillars of our businesses – products and services, network performance and customer service – as well as the company's brand position.

SmarTone was selected as one of Asia's Top 20 Brands in the annual "Top Asian Brands" survey conducted by *Media* magazine in June 2003. SmarTone was the only mobile operator to be included in the Top 20 alongside other major international brands. With our strong technological heritage and deep commitment to quality service, SmarTone offers best-in-class multimedia services which are marketed under three categories: SmarTone **3G**[™], a ground-breaking mobile multimedia service providing information and entertainment for all customers; SmarTone **BIZ**[™], a suite of simple and easy-to-use mobile business services for business executives and professionals to stay ahead of the game; and messaging services, such as **picturemail**[™]. SmarTone's branded offerings, including SmarTone **3G**[™], SmarTone **BIZ**[™], email **on the go**[™], **picturemail**[™], **moviemail**[™], sms **via email**[™] and **x131PhoneHome**[™], deliver substantial benefits to customers.

SmarTone offers the best network performance in Hong Kong for both voice and multimedia services, validated by a network quality survey conducted by The Chinese University of Hong Kong.

SmarTone has become the leader in customer service, not only amongst telecom operators, but also across all service industries in Hong Kong. This is exemplified by the growing number of local and regional retail and service awards received by the company.

Hong Kong Retail Management Association's Service & Courtesy Award

Best Team Performance Award	2001, 2002 & 2003
Supervisory Level Award	2001 & 2003
Junior Frontline Level Award	2002 & 2003



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Hong Kong Retail Management Association's Mystery Shoppers Programme

Service Category Leader	2002 Q1 & 2003 Q1
Service Retailer of the Year	2002 & 2003

Hong Kong Management Association's Distinguished Salesperson Award

Four SmarTone-nominated staff members won	2003
Five SmarTone-nominated staff members won	2002

Asia Pacific Customer Service Consortium's Customer Relationship Excellence Awards

Customer Relationship Excellence - Outstanding Achievement	2002
Call Centre of the Year (Telecommunications)	2002
Customer Service Professional of the Year	2002

Hong Kong Call Centre Association's Call Centre Award

Call Centre Team Leader - Silver & Bronze	2002
Call Centre Professional - Bronze	2002

Next Magazine's Top Service Award

Top Service Gold Award	2003
Top Service Category Award	2003
Champion of The Best Staff Award	2003

Established in 1992, SmarTone was the first operator to launch GSM mobile services in Asia in 1993 and the first in Hong Kong to introduce automatic international roaming. We were the first in the world to implement Enhanced Full Rate Technology in our network in 1997, greatly improving voice quality for our customers. We were the first in Hong Kong to pilot launch GPRS in 1999.

SmarTone has been publicly listed in Hong Kong since 1996. The company's major shareholder is Sun Hung Kai Properties Limited (holding about 51%).

For more information, please visit SmarTone's website at www.smartone.com.hk

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