



News Release

SmarTone announces launch of SmarTone iN on 3G

(Hong Kong, 19 December 2004) SmarTone, Hong Kong's leading mobile operator in multimedia services, today announces the launch of SmarTone iN on 3G - its exciting new 3G multimedia consumer services. This follows the successful launch earlier this month of SmarTone PC Connect for business customers and marks another milestone in SmarTone's rollout of 3G products and services in Hong Kong.

SmarTone iN is now even better on 3G. With vivid images, richer sounds and faster speeds, it now brings customer greater fun, immediacy, convenience and excitement. The many new, as well as improved, services and content include:

- Exciting video calling; SmarTone iN on 3G's unique video calling with animation characters; on demand access to live news around-the-clock; live AV cam on demand; multiplayer online games; and download of full songs and music videos over the air
- A comprehensive range of enhanced services and content:
 - Exclusive first TVB 24-hour news, exclusive 24-hour live video transmission of CNN Headline News and international video news from Reuters round the clock.
 - Unique News Highlight summarising the latest major news from different sources and pushed to customers three times a day
 - Exclusive access to the best English football clubs -- Manchester United, Liverpool and Chelsea, with video footage, club news, ringtones and wallpaper downloads
 - 24-hour sports news, scores and highlights for all major sports
 - A wide collection of music from the world's greatest artists including pre-CD release songs, music videos exclusive on mobile and exclusive excerpts from concerts
 - Exclusive Cartoon Network's hit cartoon series every day
 - Exciting on line multiplayer game with enhanced 3D graphics, ranging from sports to puzzles and to shoot-them-ups
 - Exclusive lifestyle-oriented programmes to help customers make the most of modern city life



News Release

- A new pricing approach offering greater transparency and better value

“We are excited about launching SmarTone iN on 3G and bringing our customers faster, richer, and more differentiated services,” said Douglas Li, Chief Executive Officer of SmarTone. “The new and enhanced 3G services help consumers live a fuller life, and let them truly get closer to the people, the information and the entertainment that is important to them.”

The new SmarTone iN on 3G portal is much enhanced and provides customers a richer experience and has been made even easier to use. With the new portal's in-built intelligence, the customers can display and access the recent most visited sites and all bookmark sites with one click, greatly improving ease of access.

At launch, two handset models, the Motorola E1000 and Nokia 6630, will enable customers to enjoy SmarTone iN on 3G. SmarTone iN on 3G will be launching at least eight other models in the first half of 2005, with three exclusive models, including the Sanyo S103 and the Sharp SX813.

SmarTone introduces a new pricing model designed to offer customers simplicity and transparency. Customers will be offered attractive price plans with bundled free content including video news, sports information and unlimited browsing of SmarTone iN on 3G. Premium content charges will be either event-based or time-based, without any additional packet charge.

“With a superior 3G network, richer services and top-quality handsets, we are confident of delivering a genuine all-round step up for the customer. SmarTone iN on 3G will significantly transform and enrich the way customers enjoy our service in this new era,” added Mr. Li.

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News Release

More details of SmarTone iN on 3G

Services and Content

Video Calling

Video calling enables SmarTone iN on 3G customers come face-to-face with the person they are calling, so that it is almost as good as being there. The customer can also change the camera view of the handset to show either themselves or what they are seeing.

Animation Characters for Video Calling

SmarTone iN on 3G customers can do more than just video calling. Customers can use one of many animation characters to present to the other party during video calling. They can choose from a wide range of fun animation characters, and also change their expressions in-call. With just a click of the button, customers can also switch between camera mode and animation characters.

Live AV on demand

With broadband, live AV on demand gives customers a real-time view of their homes, offices or anywhere with video streaming. This lets customers watch what is important to them, anytime, anywhere.

News

SmarTone iN on 3G enables customers to keep a close watch live on their handsets the drama of world events as they unfold, all from the most authoritative sources. It offers exclusive first TVB 24-hour news, exclusive 24-hour live video transmission of CNN Headline News and international video news from Reuters. These cover local and international affairs, finance, entertainment and weather updates. For a subscription, customers can order the latest select news to be delivered straight to their handset three times a day.



News Release

Sports

SmarTone iN on 3G enables exclusive access to the best English football clubs -- Manchester United, Liverpool and Chelsea, letting football fans share in the excitement and get closer to their heroes. It offers the best of league matches and live videos of European matches. Golden goals archives, interviews, press conference, previews and round ups are also all available in video. The wide range of content and services also include match alerts, wallpapers, ringtones, Java games, club activities and limited-edition merchandise.

With SmarTone iN on 3G, customers can get instant fix of their favourite sports anytime, including NBA, golf, tennis, Formula One, Rugby Union, cricket and more, from around the world. Customers can now stay up to the minute with the action.

Music

Customers can download full songs and music videos to their handsets with SmarTone iN on 3G, bringing them much closer to the hottest artists. Cooperation with music labels, including EMI, Gold Label, Sony Music, BMG and 人山人海, not only brings the widest range of music from the world's greatest artists, but also offers customers full song downloads ahead of the general CD release, music videos exclusively on mobile and exclusive excerpts from coming concerts. Music lovers can now enjoy music anytime, anywhere from official sources with guaranteed quality.

Entertainment

The fun never stops with hit cartoon series available every day. These series feature the most popular characters from Cartoon Network, including The Powerpuff Girl, Dexter's Laboratory, Johnny Bravo and Ed, Edd n Eddy and many others.

Multiplayer Live Games

SmarTone iN on 3G raises the fun and excitement of mobile gaming to new heights with real-time multiplayer gaming action and much enhanced 3D graphics, all leveraging on 3G's speed and



News Release

bandwidth. The new 3G-enabled multiplayer 3D games will deliver a new customer experience by enabling head-to-head play. Examples of multiplayer mobile games include 3D Magic Volley Ball, Truck Off and Kung Fu Mahjong.

City Living

SmarTone iN on 3G will bring a series of lifestyle-oriented programmes, helping customers lead a fuller life – looking better, staying healthier, and getting more out of life. Customers can access useful information and videos on wining and dining as well as health and fitness, fashion and beauty, with video previews of the latest fashions from Europe and Japan.

Pricing

Customers will be offered a choice of SmarTone iN on 3G price plans that offer simplicity, transparency and better value. All SmarTone iN price plans include bundled free content such as video news from TVB, CNN and Reuters, as well as sport news, and unlimited free browsing of SmarTone iN. Premium content charges will be either event-based or time-based, ranging from \$3/clip to \$25/clip or \$6/30mins to \$16/30mins. There will be one single price per event for premium content.

3G coverage and video call interconnection

SmarTone offers a fast and reliable network with territory-wide 3G coverage. Handover between 2G and 3G is seamless. Its 3G network will achieve 2G-equivalent coverage in the first quarter of 2005 and full MTR coverage by August next year.

Interconnection for video calls are currently available in 17 popular overseas destinations, including UK, France, Germany, Italy, Belgium, Austria, Switzerland, The Netherlands, Norway, Sweden, Portugal, Greece, Israel, United Arab Emirates, Australia, Singapore and South Korea.



News Release

Roaming

3G customers can enjoy seamless roaming coverage as good as 2G in over 200 destinations, without the need to carry a back-up 2G phone. 3G data speed plus video calling services while roaming are available in 7 countries including Japan, UK, Germany, Italy, Luxemburg, Austria, Singapore, with many more countries to follow next year.

About SmarTone

SmarTone is Hong Kong's leading mobile operator in multimedia services. It aims to bring its customers closer to the people, the information and the entertainment that is important to them and, through this, to generate greater shareholder value. SmarTone is committed to delivering the best value proposition in the market through continual improvements in the three pillars of its business – products and services, network performance and customer service. Publicly listed in Hong Kong since 1996, SmarTone is a GSM operator and one of the four 3G licensees in Hong Kong.

For more information, please visit www.smartone.com.hk.



News Release

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