

SmarTone launches the best 3G handset in Hong Kong – Sanyo S103

The extra large and sharpest screen sets new standard for 3G phones

(Hong Kong, 21 February 2005) SmarTone today launched the first exclusive SmarTone iN 3G handset – the Sanyo S103 – with the extra large and sharpest screen ever for the ultimate visual experience.

“3G brings in a new era of visual communication. QVGA screen display, mega pixel camera, external storage and good battery life are fundamental requirements to deliver the best 3G experience,” said Mr. Douglas Li, Chief Executive Officer of SmarTone. “The Sanyo S103, with all of these critical features, sets a new standard for 3G phones in Hong Kong.”

With its 2.4” QVGA (240 x 320 pixels) high-definition colour screen, the S103 displays large and clearest, grain-free images. The S103 has a 1.3 mega pixel external camera that supports 8x digital zoom, with good imaging even in low-light conditions. It also has a second camera to support easy video calling.

The S103 is produced to the highest-quality manufacturing standards in Japan, where each handset is hand-finished and undergoes detailed inspection before delivery. Weighing only 121g, it is surprisingly light and its slim profile fits easily in a pocket.

The S103 also possess two new unique features. Customers can send pre-recorded audio-visual clips from the gallery during video calls, sharing with others instantly. It is also equipped with a viewer that can scan and zoom photos to see them in greater detail.

To fully exploit the advanced capabilities of the S103 handset, SmarTone is introducing two new unique services. The first one enables customers to view complex formatted documents in e-mail attachments, with proper spatial context. This helps customers save time and work more efficiently, viewing documents on the move. A new download service is also introduced with the

S103. Customers can download a series of 12 wallpapers that are displayed sequentially throughout the day. Different series of wallpapers are available for downloads, featuring themes such as artists, pets, natural sceneries, and many more.

SmarTone introduces SmarTone iN on 3G special offer contract plans to bundle with the S103 handset, offering exceptional total value to customers. For customers who subscribe to such tariff plans ranging from HK\$128 to HK\$598 per month, the price of S103 will range from HK\$0 to HK\$4,800.

SmarTone iN on 3G special offer contract plans	Handset price	Contract term (a)	Monthly rebate (b)	Total rebate = (a) x (b)
\$ 128	\$ 4,800	12	\$ 0	\$ 0
\$ 178	\$ 4,300	12	\$ 42	\$ 500
\$ 238	\$ 3,800	15	\$ 67	\$ 1,000
\$ 368	\$ 2,800	15	\$ 133	\$ 2,000
\$ 488	\$ 1,800	15	\$ 200	\$ 3,000
\$ 598	\$ 0	18	\$ 267	\$ 4,800

Remarks: All tariff plans require an upfront payment of HK\$4,800

These special offer contract plans are the best value-for-money and the most transparent in Hong Kong. They offer the same voice minutes as SmarTone's corresponding 2G plans, but offer even greater value with their bundled video call minutes, bundled picturemail / moviemail MMS, free 3G video content from news and sports channels, as well as free unlimited browsing of the SmarTone iN on 3G portal.

"With the best handsets, a compelling portfolio of 3G services, and the most stable 3G network, we are confident that SmarTone offers the best choice for 3G service in Hong Kong," added Mr. Li.

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Notes to the Editors

Key features of the Sanyo S103: -

- 2.4" QVGA 262K color screen
- 1.3 mega pixel camera with 8x digital zoom and good imaging in low-light conditions
- Expandable SD card storage up to 512MB
- 3G and Tri-band GSM
- Extended battery life
 - Video call time – 100 minutes
 - Standby time – 130 hours
- Built-in 7MB memory
- CJSP/MIDP Java
- Continuous shooting up to 16 pictures
- 300KB MMS – up to 1 minute A/V clip
- Bluetooth support – headset and modem
- Direct photo printing by connection to PictBridge printers – over 60 printers from 5 brands



News Release

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.

For enquiries, please contact:

Ms. Alice Li
General Manager – Corporate Communications
Tel: +852 3128 2255 / 9093 0218

Ms. Eleanor Chan
Manager – Corporate Communications
Tel: +852 3128 2250 / 9664 7613