



SmarTone-Vodafone launches the exclusive Samsung Anycall Z308 – the first Samsung 3G handset for Hong Kong

(Hong Kong, 1 September 2005) SmarTone-Vodafone today launched another new exciting 3G handset – the Samsung Anycall Z308. Available exclusively at SmarTone-Vodafone, this 3G UMTS and tri-band GSM multimedia phone is the first Samsung 3G handset for Hong Kong. With the arrival of the Z308, SmarTone-Vodafone now offers the largest number of 3G handset brands in Hong Kong – Sharp, Sanyo, Samsung, Sony Ericsson, Nokia and Motorola.

“The Z308’s powerful digital amplifier, dual stereo speakers and advanced acoustic design combine to create a sound sensation for getting the best out of mobile media,” said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone. “The Z308’s cool and trendy compact design introduces a fresh look to customers and SmarTone-Vodafone customers now have another great choice in our line-up of high performance handsets to explore the world of SmarTone *iN!* on 3G for a richer and greatly enhanced multimedia experience.”

The Z308’s media player presents music with breathtaking fidelity through either its stereo speakers or headset, enabling customers to enjoy full track music downloaded from SmarTone *iN!*. Z308’s powerful digital amplifier also ensures that handsfree calls and video callings come through with stunning clarity even in noisy places. The Z308’s Java MIDP 2.0 engine, combined with its superb sound and the Java games specially created for it at SmarTone *iN!*, brings Java gaming experience to a new exciting high.

The Z308 comes equipped with a precision 1.0 Mega pixel main camera, as well as an internal 300K pixel camera for easy video calling. This handset features MPEG 4 for taking long-play videos that are displayed to great effect on its bright 2.0” LCD screen.

The Z308 is the perfect handset to enjoy the best of sports, music, games and news at SmarTone *iN!*, including video highlights of the bests of English football, full track music downloads with top quality sound and the latest Java games from around the world, as well as the latest local and international news with live newscasts from leading news sources.

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The company has introduced special contract plans bundled with the Z308 handset, offering exceptional total value to customers to enjoy the best of music, sports and games on SmarTone *iN!* on 3G. For customers who subscribe to tariff plans ranging from HK\$128 to HK\$598 per month, the price of the Z308 will range from HK\$2,280 to HK\$3,080.

SmarTone <i>iN!</i> on 3G price plan	Z308 special contract price	Handset pre-payment	MNP bonus	Contract period (months)
\$128	\$3,080	\$300	--	18
\$178	\$2,680	\$300	\$500	18
\$238	\$2,680	\$300	\$500	18
\$368	\$2,280	\$300	\$800	18
\$488	\$2,280	\$300	\$800	18
\$598	\$2,280	\$300	\$800	18

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Major features of Z308

- 3G UMTS and Triband GSM
- Standby time: 213 hours
- Talk time: 144 mins
- Video calling: 126 mins
- Weight: 108g
- Dimensions: 89.2 (H) x 47.6(W) x 25.2 (D) mm
- Dual cameras
 - Main
 - Mega pixel camera
 - 3 x digital zoom
 - Internal
 - 300K pixel
- 2" 262K colour TFT LCD
- Video recording up to 1 hour (MEPG 4)
- MPEG 4 video long-play
- Built-in 50MB user memory, expandable to 256MB via TransFlash card
- Bluetooth
- Infrared / USB
- Dual stereo speakers
- Digital amplifier
- Acoustic design
- Stereo music player – MP3, AAC, AAC+
- JAVA MIDP 2.0
- WAP 2.0 browser
- Speaker phone
- PIM – Calendar and schedule / Task lists / Alarm / Memo
- Email – POP3 / SMTP
- 76 polyphonic ringtones