



SmarTone-Vodafone leads the way in inter-operator video calling in Hong Kong

(Hong Kong, 14 September 2005) SmarTone-Vodafone, Hong Kong's leading mobile services company in multimedia services, announced that its local 3G video calling now further extends to another Hong Kong network operator – 3HK. Starting today, SmarTone-Vodafone customers can enjoy video calling with customers of all Hong Kong's 3G networks that offer consumer services.

"SmarTone-Vodafone is pleased to further enrich our proposition to customers with video calling interconnection with all 3G operators in Hong Kong," said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone. "SmarTone-Vodafone's 3G offers much better value than 2G and also other 3G services in the market as it delivers a much richer experience to customers, through more compelling services, simple transparent pricing, exciting handsets and 99.9% network coverage of Hong Kong. 3G is becoming mainstream for mobile communications. For customers, now is the time to switch to 3G," added Mr. Li.

SmarTone-Vodafone focuses on differentiated and superior propositions for targeted customer segments. Its 3G services are designed to cater to the specific needs of different communities. Football Express and Music Now, specially designed for football and music fans, are recent prime examples. SmarTone-Vodafone provides the widest 3G roaming coverage at over 40 overseas destinations, helping customers travelling abroad stay closer with their friends and families through video calls. SmarTone-Vodafone customers can also choose from a wide range of exclusive 3G handsets with outstanding multimedia capabilities, including the recently launched Sharp SX833 and Samsung Anycall Z308, and enjoy the best of mobile media services at all times wherever they are.

Customers can enjoy inter-operator video calling with a deduction of the 3G plan video call minutes and a surcharge of HK\$1.5/min for outgoing calls and HK\$0.5/min for incoming calls.

- End -

SmarTone Mobile Communications Limited 數碼通電訊有限公司

31/F, JOS Tower, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong

香港九龍新蒲崗康翠道378號創紀之城二期怡和科技中心31樓

Tel 電話: 852 3128 2828 Fax 傳真: 852 3128 2266 www.smartone-vodafone.com.hk