



## **SmarTone-Vodafone leads with yet another unbeatable customer experience by offering free Mobile Broadband trial**

### ***World's first Mobile Broadband in taxis***

**(Hong Kong, 8 March 2007)** SmarTone-Vodafone today made available the world's first Mobile Broadband in taxis, offering customers first-hand trial experience of its Mobile Broadband service free of charge while on the go in Hong Kong.

“We are pleased to introduce our pioneering SmarTone-Vodafone Mobile Broadband to a fleet of one hundred taxis on the road, offering consumers free trial while they are on the move. This lets them enjoy the freedom, convenience and flexibility provided by a truly ubiquitous wireless broadband service,” said Mr. Douglas Li, CEO of SmarTone-Vodafone. “The offer of free Mobile Broadband inside taxis demonstrates once again our industry leadership through innovation, quality and creativity in delivering an unbeatable experience to customers.”

Passengers can simply plug their laptops into the USB modem while they ride in one of these taxis, and SmarTone-Vodafone Mobile Broadband will enable them to enjoy free web browsing, email access and downloads via Hong Kong's first and best HSDPA network. Customers can enjoy this super fast broadband connection everywhere in Hong Kong.

SmarTone-Vodafone Mobile Broadband offers each customer a private broadband line. Unlike WiFi hotspots, our Mobile Broadband is truly ubiquitous and assures customers the ultimate privacy and confidentiality. SmarTone-Vodafone Mobile Broadband is easy to set up and simple to use. It offers an enhanced, user-friendly dashboard interface which allows customers to easily access a broadband connection, manage emails, keep track of usage and even send and receive SMS.

In addition to the free Mobile Broadband experimental programme in taxis, SmarTone-Vodafone has also set up workstations for consumers to try out its Mobile Broadband in locations such as GOD in Causeway Bay, GOD in Harbour City, Tsim Sha Tsui and apm shopping mall in Kwun Tong.



SmarTone-Vodafone Mobile Broadband's award winning [www.GetMoving.com.hk](http://www.GetMoving.com.hk) website now has a refreshing new look. Website visitors who leave their details online will get fabulous free goodies instantly. Customers can also download special coupons to get flash drives and \$100 top-up vouchers when purchasing Mobile Broadband at SmarTone-Vodafone stores.

"SmarTone-Vodafone Mobile Broadband is one of the world's fastest Mobile Broadband services, offering secure, seamless and true broadband connection on the go all over Hong Kong. We welcome customers to climb on board and experience the SmarTone-Vodafone Mobile Broadband for themselves – a whole new way of broadband Internet access," Mr. Li added.

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