




SmarTone launches the exclusive GX22
~ the best quality AV mobile phone ~
providing best-in-class visual experience for SmarTone's data services

(16 September 2003, Hong Kong) – SmarTone, Hong Kong's leading mobile network operator in data services, today launched the exclusive GX22, which it co-develops with Sharp Corporation. With the unique features of GX22, customers can enjoy the highest resolution and best colour rendition of images as well as the true mobile multimedia experience.

"Attuning to customers' needs, SmarTone is the first Hong Kong operator to co-develop advanced handsets with manufacturers by specifying the handset features development priority and user interface," said Mr. Douglas Li, Chief Executive Officer of SmarTone. "GX22 is a validation of SmarTone's customer orientation by providing easy-to-use products and services as well as best-in-class visual experience for SmarTone's data services."

GX22 is the 1st mobile phone in the world using the Continuous Grain Silicon  Silicon Technology, a new generation LCD technology, enabling the best LCD display currently available in the mobile phone market and giving customers the clearest grain-free images. The unrivalled image quality is made available by the QVGA LCD display, which has the highest pixels count (320 x 240) in mobile phones. This highest number of pixels per square inch of display gives ultra sharp image with fine details. The main screen display of GX22 carries 262K colours i.e. more than 4 times the colours of the majority of advanced handsets in the market.

The highest resolution and best colour rendition of images provided by GX22's  Silicon screen substantially improves the visual experience of any data service, such as SmarTone , downloads, LiveCams service, picturemail[™] and moviemail[™].

GX22 has the following feature highlights:

- Audio and video capture/send function i.e. customers can record video clips (with sound recording), play it and send it to friends as **moviemail**.
- VGA Camera with 350K pixels provides customers with high-resolution images and continuous shooting of 4 pictures in succession (support 3 different image sizes and 3 different zoom ratios).
- Instant close-up function: easy-to-use to capture images of smallest details.
- Mobile Light allows shooting of photos / video in low light condition.
- 65K colour external display is perfect for self photo-shooting.
- Picture CLI allows customers to see a pre-set picture of the person calling.

The GX series of mobile phones was voted the "Best Wireless Handset" for 2003 by the GSM Association, the global trade association representing the interests of GSM operators and vendors.

Coincide with the launch of GX22, there are two new **picturemail** / **moviemail** Call Plans which are as follows:

Tariff Plan	Basic mins	Intra mins	Thereafter	SMS	picturemail **	moviemail
\$118	600	300	\$0.9 per minute	free intra SMS, inter SMS at \$0.5	10 intra picturemail messages	2 intra moviemail messages
\$168	800	500	\$0.8 per minute	free intra SMS, inter SMS at \$0.5	20 intra picturemail messages	4 intra moviemail messages


**** Free intra **picturemail** apply to those intra **picturemail** messages with sizes below 30 KB.**

The retail price of GX22 is \$4,380. For customers subscribing to tariff plan of \$118 or above with a 12-month contract, the price of GX22 is \$3,780.

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About SmarTone

Established in 1992, SmarTone is a leading provider of mobile communications services in Hong Kong. It is a customer-oriented company and 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 shareholders' value.

With our strong technological heritage and deep commitment to quality service, SmarTone intends to bring our customers into the new world of 2.5G/3G mobile infotainment and media. With a clear focus on customer needs, we have marketed numerous compelling services which deliver substantial benefits to our customers — SmarTone's branded offerings include SmarTone , SmarTone **BIZ**, email **on the go**[™], picturemail[™], moviemail[™], sms **via email**[™] and *131* PhoneHome[™].

Our commitment to quality service is well recognised in Hong Kong, validated by numerous major retail and service industry awards.

Next Magazine's 14th Top Service Award 2003

Top Service Gold Award	2003
Top Service Category Award	2003
Champion of The Best Staff Award	2003

Asia Pacific Customer Service Consortium's Customer Relationship Excellence Awards

Customer Relationship Excellence - Outstanding Achievement	2002
Call Centre of the Year (Telecommunications)	2002
Customer Service Professional of the Year	2002

Hong Kong Retail Management Association's Annual Service and Courtesy Awards

Best Team Award	2001 & 2002
Supervisory Level Award	2001
Junior Frontline Level Award	2002

Hong Kong Retail Management Association's Mystery Shoppers Programme

Service Category Leader	2002 & 2003
Service Retailer of the Year	2002

Hong Kong Management Association's Distinguished Salesperson Award

Four SmarTone-nominated staff members won	2003
Five SmarTone-nominated staff members won	2002



News Release

Hong Kong Call Centre Association's Call Centre Award

Call Centre Team Leader - Silver & Bronze

2002

Call Centre Professional - Bronze

2002

We were the first operator to launch GSM mobile services in Asia in 1993 and the first in Hong Kong to introduce automatic international roaming. We were the first in the world to implement Enhanced Full Rate Technology in our network in 1997, greatly improving voice quality for our customers. We were the first in Hong Kong to pilot launch GPRS in 1999.

SmarTone (SEHK: 0315) has been publicly listed in Hong Kong since 1996. The Company's major shareholder is Sun Hung Kai Properties Limited (holding about 51%).

SmarTone's website is www.smartone.com.hk

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