



# News Release

## SmarTone launches GX32

### *The only CameraPhone that takes pictures good enough to keep*

(22 March 2004, Hong Kong) – SmarTone today launched GX32, Hong Kong's first 1.0 Mega pixels CameraPhone. With 1.0 Mega pixels CCD camera, a 2.2" CG Silicon QVGA 262K-colour LCD main screen, a SD/MMC card for expandable storage and an MP3 player, GX32 is the only CameraPhone that takes pictures good enough to keep and sets a new standard for mobile phones.

"Focusing on customer needs, benefits and value, SmarTone has brought to market the popular GX series, which delivers the best customer experience for SmarTone's compelling multimedia services," said Mr. Douglas Li, Chief Executive Office of SmarTone. "GX32, with all the latest features, further demonstrates SmarTone's lead in offering the most advanced yet easy-to-use products and services to our customers."

With the 1.0 Mega pixels CCD camera, customers can capture the sharpest images in photos and videos, even in low light condition, and generates picture quality good enough for printing up to 4R size. This eliminates the need to carry a digital camera. Equipped with an enhanced one-touch close-up lens and many other superb features, the 1.0 Mega pixels CCD camera supports 5 different image sizes and 7 x digital zoom.

GX32's large 2.2" CG Silicon QVGA 262K-colour LCD main screen offers a compelling visual experience and maximizes customers' enjoyment of multimedia services. With the adoption of the CG Silicon Technology, GX32 enables the best LCD display currently available in mobile phones. With ultra high pixel density (320 x 240 pixels), the unique CG Silicon QVGA screen generates the clearest, grain-free images. The 262K colours provide precise colour rendition. In addition, GX32's enlarged 65K-colour LCD external screen provides personalized wallpaper, self-portrait viewfinder as well as caller number and picture display functions.

GX32 supports a hot plug & play SD/MMC card for expandable storage for photos, videos and music files, in addition to the built-in 8 MB memory. With the SD/MMC card and a stereo MP3 player, GX32 enables customers to enjoy their favourite music tracks on the move. Customers can also easily transfer image files to personal computers for long-term storage or high quality prints.



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Other key features of GX32 include:

- Bluetooth wireless headset
- Video capture of up to 400 KB
- Mobile light allows shooting of pictures in low light condition, 7 colours for fun and disco mode for cool videos
- Quadband (GSM 850/900/1800/1900)
- JAVA CJSP / MIDP application up to 300 KB
- Continuous shooting of up to 4 pictures

With the launch of GX32, SmarTone introduces photo-printing service, which welcomes CameraPhone users of any mobile network in Hong Kong to simply bring their CameraPhones or memory cards to any SmarTone shop to enjoy photo-printing of sticker, passport size, 2R, 3R and 4R photos. Multimedia specialists, who provide personal familiarisation, education and demonstration of multimedia services, will assist customers throughout the printing process.

The retail price of GX32 is \$4,680. For customers subscribing to tariff plan of \$118 or above with a 12-month contract, the price of GX32 is \$3,980.

Attuning to different customers' needs, SmarTone offers an array of accessories for GX32 as follows:

|                          |   |
|--------------------------|---|
| <i>Power Gear</i>        | Extra battery & two-prone AC charger                  |
| <i>Multimedia Suite</i>  | USB cable, CD Rom of handset manager & stereo headset |
| <i>Other accessories</i> | Bluetooth headset, car charger and AC charger etc.    |

- End -

## About SmarTone

SmarTone is Hong Kong's leading mobile network operator in multimedia services. We are a customer-oriented company and aim to bring our customers closer to the people, the information and the entertainment that is important to them and, through this, to generate greater shareholders' value. SmarTone is committed to delivering the best value proposition in the market through continual improvements in the three pillars of our businesses – products and services, network performance and customer service – as well as the company's brand position.

SmarTone was selected as one of Asia's Top 20 Brands in the annual "Top Asian Brands" survey conducted by *Media* magazine in June 2003. SmarTone was the only mobile operator to be included in the Top 20 alongside other major international brands.



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With our strong technological heritage and deep commitment to quality service, SmarTone offers best-in-class multimedia services which are marketed under three categories: SmarTone **3G**<sup>™</sup>, a ground-breaking mobile multimedia service providing information and entertainment for all customers; SmarTone **BIZ**<sup>™</sup>, a suite of simple and easy-to-use mobile business services for business executives and professionals to stay ahead of the game; and messaging services, such as **picturemail**<sup>™</sup>. SmarTone's branded offerings, including SmarTone **3G**<sup>™</sup>, SmarTone **BIZ**<sup>™</sup>, email **on the go**<sup>™</sup>, **picturemail**<sup>™</sup>, **moviemail**<sup>™</sup>, sms **via email**<sup>™</sup> and **31stPhoneHome**<sup>™</sup>, deliver substantial benefits to customers.

SmarTone offers the best network performance in Hong Kong for both voice and multimedia services, validated by a network quality survey conducted by The Chinese University of Hong Kong.

SmarTone has become the leader in customer service, not only amongst telecom operators, but also across all service industries in Hong Kong. This is exemplified by the growing number of local and regional retail and service awards received by the company.

## **Hong Kong Retail Management Association's Service & Courtesy Award**

|                              |                   |
|------------------------------|-------------------|
| Best Team Performance Award  | 2001, 2002 & 2003 |
| Supervisory Level Award      | 2001 & 2003       |
| Junior Frontline Level Award | 2002 & 2003       |

## **Hong Kong Retail Management Association's Mystery Shoppers Programme**

|                              |                   |
|------------------------------|-------------------|
| Service Category Leader      | 2002 Q1 & 2003 Q1 |
| Service Retailer of the Year | 2002 & 2003       |

## **Hong Kong Management Association's Distinguished Salesperson Award**

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

## **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 Call Centre Association's Call Centre Award**

|   |      |
|---|------|
| Call Centre Team Leader - Silver & Bronze | 2002 |
| Call Centre Professional - Bronze         | 2002 |

## **Next Magazine's Top Service Award**

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



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Established in 1992, SmarTone was 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 has been publicly listed in Hong Kong since 1996. The company's major shareholder is Sun Hung Kai Properties Limited (holding about 51%).

For more information, please visit SmarTone's website at [www.smartone.com.hk](http://www.smartone.com.hk)

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