



# News Release

## **Nokia and SmarTone bring new online community to mobile Java games**

World's first commercial online Java gaming community to launch in Hong Kong on SNAP Mobile platform

**(Hong Kong, 3<sup>rd</sup> November 2004)** SmarTone, Hong Kong's leading mobile operator in multimedia services, announced that it is working with Nokia, the world leader in mobile communications, to launch the world's first commercial online Java gaming community through the Nokia SNAP Mobile solution. Using SNAP Mobile, SmarTone will deliver and support next-generation multiplayer mobile Java games, with key community features such as friends lists, presence, and instant messaging. The service will be available for SmarTone customers in December 2004.

"We are very pleased to be working with Nokia to launch the world's first SNAP Mobile enabled Java games on mobile phones," said Mr. Douglas Li, Chief Executive Officer of SmarTone Mobile Communications Limited. "The multiplayer and community features will deliver an unmatched customer experience by enabling real-time interaction between players within a like-minded community. This will bring fun and enjoyment to new heights, and is yet another example of our commitment to continually create new frontiers for our customers in the mobile gaming area."



"The SNAP Mobile enabled service for SmarTone showcases the opportunity that operators have to offer a radically new community-based gaming experience to their customers," said Mr. Ilkka Raiskinen, Nokia's Senior Vice President, Games. "Our SNAP Mobile solution makes it easy for operators to create, foster and support their own connected mobile gaming communities based on next-generation multiplayer Java games. In addition to the underlying technology, the SNAP Mobile solution provides the essential specialized service and support necessary for nurturing and managing online gaming communities."

SmarTone will launch SNAP Mobile enabled Java games with a number of multiplayer games, including Reversi, Backgammon and Blackjack. In addition, it will be the first in the world to launch a special Java version of *Pocket Kingdom: Own The World* for mobile phones. The critically acclaimed



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*Pocket Kingdom: Own The World* is the world's first massively multiplayer online mobile game created by Sega Mobile. "With this pioneering initiative, the unique experience of this exciting game can now be brought to a much wider audience," added Mr. Douglas Li.

SmarTone is recognized as a leader in mobile games, providing the most exciting and entertaining mobile Java games for its customers. SmarTone  provides the best gaming experience with its exclusive CJSP Java games, from major international and local brands, best known for their stunning graphics, superior handling, exciting sound effects and action-synchronised vibrations. SmarTone  also provides a large variety of MIDP Java and Mophun games for different brands of mobile phones.

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## About SmarTone

SmarTone is Hong Kong's leading mobile operator in multimedia services. It 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 shareholder value. SmarTone is committed to delivering the best value proposition in the market through continual improvements in the three pillars of its business – products and services, network performance and customer service.

SmarTone offers best-in-class multimedia services which are marketed in three categories: (1) SmarTone , a ground-breaking mobile multimedia service providing information and entertainment for all customers; (2) SmarTone **BIZ**<sup>™</sup>, a suite of simple and easy-to-use mobile business services for business executives and professionals to help them stay ahead of the game; and (3) messaging services, such as the popular **picturemail**<sup>™</sup>. Among its many 'firsts', 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. It was also the first in the world to implement Enhanced



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Full Rate Technology in 1997 and the first in Hong Kong to pilot launch GPRS in 1999. SmarTone will be launching 3G services by the end of 2004.

SmarTone is the only mobile operator 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 ranked first by The Chinese University of Hong Kong for the best network performance for both voice and multimedia services. SmarTone also excels in customer service, and awards won in 2004 include the Best Team Performance Award and Supervisory Level Award from the Hong Kong Retail Management Association (Service & Courtesy Award); the Distinguished Salesperson Award from the Hong Kong Management Association; Best-in-Class Recognition: Customer Satisfaction Management in the Asia Pacific Customer Service Consortium's Regional CRM & Call Center Benchmarking Programme; and the Top Service Category Award and Best Staff Award in Next Magazine's Top Service Awards.

Publicly listed in Hong Kong since 1996, SmarTone's major shareholder is Sun Hung Kai Properties Limited, which holds about 52%.

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

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