



香港賽馬會  
The Hong Kong Jockey Club



## **The Hong Kong Jockey Club and SmarTone-Vodafone revolutionise betting service for mobiles**

**(Hong Kong, 7 September 2005)** The Hong Kong Jockey Club (HKJC) and SmarTone-Vodafone today announced an important milestone in mobile betting. The two organisations will jointly launch a new enhanced version of the Mobile Betting Service, that seamlessly integrates Hong Kong's first application of digital certificate based technology on mobile with a mobile phone's browser to deliver a safe and easy to use mobile betting experience. This service is uniquely available for a wide range of both 2G and 3G mobile phones from all the major brands. The HKJC and SmarTone-Vodafone also announced a two-season title sponsorship for the SmarTone-Vodafone Happy Valley Million Challenge.

"We are excited about our close co-operation with SmarTone-Vodafone, covering the areas of betting services, up-to-date information delivery and racing sponsorship," said Mr. Lawrence T Wong, Chief Executive of the HKJC. "We continually strive to enhance our service quality, which is also in line with the aim of SmarTone-Vodafone. Together with SmarTone-Vodafone as our partner, we will be able to bring many enhanced benefits to customers in terms of high quality sports, entertainment, information and betting services."

SmarTone-Vodafone is the HKJC's development partner for the enhanced version of the Mobile Betting Service. This provides customers with the ability to effect secure, reliable and non-repudiable transactions on the mobile Internet. The use of digital certificate issued by the HKJC, adopting the internationally recognised Public Key Infrastructure (PKI) technology, offers real-time two-way authentication that protects customers from potential fraud. With an Internet-style graphical user interface, the service also gives customers a seamless flow from browsing for betting information to placing of bets and all the way to confirmation of bets placed. This new Mobile Betting Service is uniquely future-proof, capable of supporting any new bet types for both horse racing and football in future, without requiring customers to constantly upgrade their SIM cards.

"SmarTone-Vodafone is proud to be chosen by the HKJC as its partner to develop this groundbreaking service, which serves as a better way for betting on mobile – advancing from



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conventional SMS-based to mobile Internet betting,” said Mr. Douglas Li, CEO of SmarTone-Vodafone. “Betting through Bet to Win is secure and easy to use, enabling customers to find information to improve their chances of winning and to place easily even the more complex bets – all in total safety. This gives customers a great betting experience – just like having your personal betting service counter with you everywhere, and no more queuing or missing betting deadlines any more.”

SmarTone-Vodafone’s Bet to Win offers customers useful, up-to-the-minute information and specially-designed services to help them bet better and bet smarter. For horse racing, these include odds change alerts and tips using different styles of analysis, including a special version of the HKJC Easy Form on mobile. SmarTone-Vodafone will also provide live broadcast of full races as well as its unique HiQ (QVGA 320x240) video playback of each race’s home stretch, allowing its customers to stay in touch with the excitement of horse racing through handsets. For football, Bet to Win offers EPL team line-ups, half-time betting strategy, All-up Calculator and recommendations from two leading football commentators.

To bring more excitement to racing fans, SmarTone-Vodafone will be the title sponsor for the Happy Valley Million Challenge for the coming two seasons, 2005/06 and 2006/07. This Happy Valley Million Challenge encourages horses of higher classes to run at Happy Valley Racecourse and raise the overall quality of horse racing in Hong Kong.

The SmarTone-Vodafone Happy Valley Million Challenge this season will comprise a total of 18 Happy Valley races of Class 3 and above from 7 September 2005 to 22 February 2006. The five placed horses in each race will be awarded points according to the following system: winner 12 points, second 6, third 4, fourth 3 and fifth 2. When the competition ends, bonuses totalling HK\$1 million will be awarded to owners of the three horses with the most points. The owner of the top horse will receive \$650,000, the second will receive \$250,000 and the third \$100,000.

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