



SmarTone-Vodafone launches the Motorola E770 in Hong Kong

(Hong Kong, 13 December 2005) SmarTone-Vodafone announced today that it is launching the Motorola E770 this week in Hong Kong.

“We are pleased to launch the Motorola E770, furthering broadening our extensive range of 3G mobile phones,” said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone. “We are also proud of being the first in the world to enable all audio and video content for Progressive Download which bring customers a substantial uplift in their multimedia experience. The Motorola E770 is the first handset in Hong Kong to be Progressive Download compliant. With this handset, SmarTone-Vodafone’s customers can now start playing the multimedia content as it is being downloaded, thus enjoying the download content quicker than anyone else.”

In order to deliver a superior customer experience, SmarTone-Vodafone offers multimedia content with a higher quality content specification, which means larger file size. SmarTone-Vodafone understands customers’ desire to start enjoying the download content as soon as possible without having to wait. Progressive Download can effectively address the need to start replay for these top quality content before download is completed. With normal downloading, it takes 120-200 seconds to complete download before commencement of replay for content files ranging from 3.6MB and 6MB. With Progressive Download, it takes only 12 seconds to commence replay after start of downloading these larger-sized files. Following the Motorola E770, other models and brands will be Progressive Download compliant and all content download will be done this way in future.

One clear example of the benefits of Progressive Download for customers is with SmarTone-Vodafone’s music service. Over 4,000 Full Tracks and MVs at Music Now have been converted to support Progressive Download so that they are replayed as they are being downloaded. With this enhancement, customers can now have even greater music enjoyment on the move.

The Motorola E770 is a 3G UMTS and tri-band GSM fully-feature multimedia phone despite its handy size. Its 1.9” LCD display can show off videos with vivid colours on full screen to stunning effect. The built-in speakers play loud and clear, and for those seeking the highest quality, the wireless bluetooth stereo headset enables customers to hear the tiniest detail and provides

SmarTone Mobile Communications Limited 數碼通電訊有限公司

31/F, JOS Tower, Millennium City 2, 378 Kwun Tong Road, Kwun Tong, Kowloon, Hong Kong

香港九龍觀塘彌敦道378號創紀之城二期怡和科技中心31樓

Tel 電話: 852 3128 2828 Fax 傳真: 852 3128 2266 www.smartone-vodafone.com.hk



them with total musical bliss. It also has an expandable memory of up to 512MB which can store over 270 high quality song downloads. The E770 also incorporates dual cameras for convenient video calling. Even more, the E770 is offered at a great price, giving significantly more value to customers who want a superior 3G mobile phone.

The E770 is distributed through SmarTone-Vodafone and its dealer network in Hong Kong and Macau. In Hong Kong, the major dealer distribution channels include Broadway, Fortress, Wilson, Citicall, Gome, Chung Yuen, Citylink, Tai Lin, CMK, The Best HK, GoEasy, Sound & Vision, 3G Mobile City, Wing Shing, 3C Digital, GPC Telecom, Comm-pass, Easy Tone, Gold Ocean, Cyber Telecom, Hilex, Hit Power Technology, M Phone, Today's, Konwest Shop, Patronics, Sanda, Talk Smart and Victory Electrical. Distribution channels in Macau include China Telecom, Kin Ngai Hong, Comunicações Genuine, Commercial New Cable, Telecomunicações Hong Kong Tong and Telecomunicações Universo. The retail price at authorised dealers for the E770 is HK\$2,380. With a 12-month 3G subscription at SmarTone-Vodafone, the handset price is HK\$1,980.

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Note to the Editor:

Key Features of the Motorola E770

Camera

- Dual cameras
- VGA quality for main camera with 4x digital zoom

Display

- 1.9" screen
- 65K TFT colour display
- Full screen video display

Memory

- 32MB internal memory
- Expandable memory – 512MB TransFlash card

Entertainment

- Video capture and playback
- Music playback (MP3, AAC, AAC+)
- MIDP 2.0

Connectivity

- Bluetooth – Stereo headset & modem
- USB

Others

- Video calling
- Email POP3/SMTP
- 3G UMTS and Tri-band GSM
- 128 polyphonic ringtone
- MP3 ringtone
- WAP 2.0 Browser
- Flight mode
- Longman English-Chinese Dictionary