



SmarTone-Vodafone, Palm and Microsoft launch the Palm Treo 750v from Vodafone

(Hong Kong, 2 November 2006) SmarTone-Vodafone, Palm, Inc. (Nasdaq: PALM) and Microsoft today launched the new 3G Palm® Treo™ 750v from Vodafone, running on Windows Mobile® 5.0., for the Hong Kong market.

“We are pleased to partner with Palm and Microsoft, two industry leaders, in launching the Treo 750v,” said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone. “The Treo 750v continues to provide the hallmark Palm ease of use experience. Together with our Vodafone Business Email, customers can now stay productive while on the go. This is another way we help our customers do business without compromise.”

The new Treo 750v, exclusive to SmarTone-Vodafone, combines phone, email, messaging and web applications⁽¹⁾ in one single device, which is extremely easy to use. This smartphone features the powerful Windows Mobile 5.0 with Palm’s enhancements that enables Microsoft® Word, Excel® and PowerPoint® Mobile applications, as well as PDF viewer. With a compact design that fits comfortably in the user’s hand, the smartphone offers customers a 5-way navigator designed for true single-handed operation and a touch screen for stylus input.

The new Treo 750v is packaged with Vodafone Business Email – a true mobile push email service with full viewing of original attachments. Integrated with pen-based Chinese input, Vodafone Business Email makes composing email in Chinese very simple and efficient – allowing customers to stay closer to their Chinese business partners in simplified or traditional Chinese. The 3G/UMTS and quad-band Treo 750v enables much faster downloads of large attachments as well as worldwide roaming including Japan, Korea, US and Canada, helping customers stay connected while traveling.

According to market research firm The Radicati Group, only an estimated 3 per cent of business email boxes worldwide are accessed via mobile today. The new Treo 750v allows Palm to target this large, untapped market with push-email platforms.



"The Treo 750v is the newest and most sophisticated product in Palm's line of smartphones, and it is ideally suited for Hong Kong professionals, who work in one of the most dynamic and demanding business environments in the Asia region," said Paul Blinkhorn, vice president for Palm Asia Pacific. "The Treo 750v gives professionals in Hong Kong a compelling smartphone choice for productivity, and Palm views Hong Kong as a key hub as we continue our phased rollout of the Treo 750v across the Asia region."

This all-in-one multifeatured smartphone also integrates Windows Media® Player Mobile for much enriched digital lifestyle. The Treo 750v not only enables customers to play their favourite music and videos, but it can also capture and send pictures and videos with its impressive 1.3-megapixel camera. The Treo 750v supports mini SD card with expandable storage up to 2GB, which can store from hundreds to thousands of songs for enjoyment anytime, anywhere.

"Mobile users in Hong Kong are among the most sophisticated in the world. They want an enhanced mobility experience that is tailored to their lifestyle and goes beyond voice, text messaging and email. They want to be able to organize themselves by managing their calendars and contacts, listen to music, watch videos and do much more with a single device," said Adam Anger, Senior Director, Business & Marketing Organization, Microsoft Hong Kong Limited. "Building on the power and flexibility of Windows Mobile 5.0, Palm's innovative design and user experience and SmarTone-Vodafone's fast 3G network, the Palm Treo 750v delivers a winning solution for users seeking to enhance their digital lifestyle."

The Treo 750v retails at \$5,980 in all SmarTone-Vodafone stores. For customers who subscribe to a \$128 or above SmarTone *iN!* on 3G price plan for 12 months, the subscription price is \$5,680. Customers can enjoy an additional rebate of as much as \$1,300 if they subscribe to a Vodafone Business Email service plan or a 3G data plan for a period of 15 months.

To broaden the distribution, SmarTone-Vodafone is partnering with Synergy, Palm's leading distributor in Hong Kong. Customers buying the Treo 750v from Synergy dealers can enjoy a 15-day FREE trial of Vodafone Business Email, with instant activation that allows them to experience mobile push email even before they leave the stores. The free trial also includes 400 minutes for local voice calls and \$100 local 3G/GPRS data usage. In addition, customers are entitled to a \$750 rebate if they subscribe to Vodafone Business Email and 3G data plan after the free trial period.



Synergy dealer channels include 2C, 3C Digital, 3G Mobile City, A&A Audio, Access Technology, APT, Best Denki, Broadway, Chung Yuen, Citicall, Device Company, Fortress, Master (OA) Co, I concept, Newbest, Nuance-Watson, Protech Computer, Raider Technology, Sky Best Computer, Smart Asia Computer, Tai Lin, Universal, Vertex Technology, Wilson, Wing Shing and WorldGate.



About SmarTone-Vodafone

SmarTone-Vodafone is Hong Kong's leading mobile services brand. Its goal is to better enrich customers' lives by bringing them closer to what matters to them - a world of greater possibilities and achievements. SmarTone-Vodafone is a GSM operator and a 3G services provider in Hong Kong. The commercial launch of 3G-enabled services at the end of 2004 for both consumers and business users is a key milestone in its company's quest for long-term growth through multimedia services. SmarTone-Vodafone is the marketing brand for SmarTone Mobile Communications Limited following the signing of a Partner Network Agreement with Vodafone. Established in 1992, the company has been listed in Hong Kong since 1996. Its major shareholder is Sun Hung Kai Properties Limited (about 52%).

More information is available at www.smartone-vodafone.com

About Palm, Inc.

Palm, Inc., a leader in mobile computing, strives to put the power of computing in people's hands so they can access and share their most important information. The company's products for consumers, mobile professionals and businesses include Palm^(R) Treo^(TM) smartphones, Palm handheld computers, and Palm LifeDrive^(TM) mobile managers, as well as software, services and accessories.

Palm products are sold through select Internet, retail, reseller and wireless operator channels throughout the world, and at Palm Retail Stores and Palm online stores (<http://www.palm.com/store>).

More information about Palm, Inc. is available at <http://www.palm.com>.

About Microsoft Hong Kong

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services, and solutions that help people and businesses realize their full potential. The Microsoft Hong Kong office was established in 1991.

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(1) Within wireless service coverage area only. Availability and coverage depends upon carrier and the geographic scope of international roaming agreements. Email, messaging and web access requires data services from a mobile service provider at an additional cost.



Notes to the Editor

Charges

Vodafone Business Email service plan

Monthly Fee	Local Email Usage Included	
\$198	3MB	Thereafter \$ 0.03/KB or deduct from your chosen 3G Data Plan
\$298	10MB	
\$468	Unlimited	

3G data plan

Monthly Plan	Data Usage	Thereafter
\$188	100 MB	\$ 3/ MB
\$338	180 MB	\$ 3/ MB
\$488	Unlimited #	Nil

Data Roaming Charge - \$ 0.12/ KB Flat rate for all countries

Subject to Acceptable Usage Policy

Specifications for Palm Treo 750v

Network

GSM/GPRS/EDGE/UMTS radio

GSM bands 850/900/1800/1900

UMTS bands 850/1900/2100

GPRS Yes

3G Yes, 384 kbps

Dimensions

Size 113 x 59 x 21 mm

Weight 154 g

Display

Type TFT, 65K colours

Size 240 x 240 colour

Ringtones

Type Polyphonic, MP3

Memory

128MB / 60MB non-volatile flash memory
Card slot miniSD with expandable storage up to 2GB



Connectivity

Bluetooth	Yes, 1.2, with stereo headset support
Infrared port	Yes
USB	Yes
WLAN	No

Features

Phone features	Personal speakerphone hands-free headset jack microphone mute option 6-way calling
Messaging	SMS, MMS, Email
Browser	WAP 2.0/xHTML, HTML (Pocket IE)
Games	Yes
Camera	1.3 MP, 1280x1024 pixels, 2x digital zoom, video capture, automatic light balance
Others	300MHz Samsung processor Windows Mobile® 5.0 Pocket PC Phone Edition Pocket Office (Word, Excel, Outlook)
Battery	Removable 1200 mAH Lithium-ion, up to 4.5 hours talk time, 10 days standby