

SmarTone Announces the Launch of its 4G Network

(Hong Kong, 25 July 2012) – SmarTone has today announced it will launch a territory-wide 4G LTE network in the 1800MHz spectrum on 28 August 2012. At launch, all current SmarTone price plans will apply.

“With ever growing customer demand for mobile broadband, the introduction of our 4G network vastly expands our capacity, which will enable our customers to enjoy more quality services and improved customer experiences,” said Douglas Li, CEO, SmarTone. “Our choice of 1800MHz for 4G has proven prescient, with a wide range of compatible devices being made available by all leading smartphone manufacturers. These will be capable of switching seamlessly to our 3G HSPA+ network at 2100MHz and 850MHz.”

To demonstrate the relative difference between 4G and 3G mobile broadband user experiences on all networks in Hong Kong, SmarTone conducted 18,480 tests in 70 locations all over the territory, covering all 8 4G and 3G networks. All locations enjoy good radio reception for all networks and tests included all popular smartphone use types including web browsing, photo upload to Facebook, launching a YouTube video, and 2-5MB file downloads.

These tests of the most common use types revealed that SmarTone 3G achieved the highest percentage of firsts and first equals in speed amongst all 3G networks. The tests also show there was no meaningful or dramatic difference in performance between others' 4G and SmarTone's 3G. Furthermore, SmarTone 3G was faster than or equal to others' 4G in 23% to 32% of tests on a network-to-network comparison basis.

Across all networks, 4G was only consistently faster than 3G in tests of large-size file downloads and uploads (12MB or above). Speedtests fall under this category as they utilise the same download and upload mechanism.

"Large-size file downloads and uploads are rarely performed by the vast majority of smartphone users, so the common reliance on speedtests to reflect actual mobile broadband user experience is somewhat misplaced. For the most common use types, speed will improve but to a lesser extent than large-size file downloads and uploads. The biggest benefit of introducing 4G is additional broadband capacity, which means more customers can enjoy a good mobile broadband experience at the same time," Mr Li added.

"SmarTone is excited to be bringing its 4G to its customers. With our launch of 4G, our leadership in network performance will be further enhanced and we are confident that Hong Kong smartphone users will love the difference."

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