



SmarTone-Vodafone launches Microsoft Windows Mobile® Email with the widest choice of mobile devices

(Hong Kong, 17 April 2006) SmarTone-Vodafone and Microsoft today announced the launch of Windows Mobile® Email, supported by a wide range of mobile devices from five major brands including Dopod, O₂, Nokia, HP and Sony Ericsson. This new email solution lets customers enjoy a familiar and user-friendly Microsoft® Office Outlook® experience while on-the-go.

SmarTone-Vodafone's customers can enjoy the benefits of Windows Mobile® Email across the widest choice of mobile digital devices: Dopod 900, Dopod 838, O₂ Atom and Nokia N9300i. Customers will enjoy a wider choice of PDAs and smart phones in the near future.

Windows Mobile® Email runs on Microsoft Windows Mobile® 5.0 with Messaging and Security Feature Pack (MSFP), which includes advanced Direct Push technology and enhanced security features. Windows Mobile® Email enables customers, at home or overseas, to enjoy a Direct Push email service in a common format used by Microsoft® Office Outlook®. Customers can exchange emails; open, view and edit attachments; manage calendars and contacts as well as make and take phone calls. Emails and tasks are synchronised directly from Outlook. They can enjoy the benefits of secure and reliable access to corporate intranets and the Internet – with an all-in-one handheld device.

Exclusively available from SmarTone-Vodafone is a self-developed device management tool. This tool enables corporate IT administrators to remotely set the users' devices, manage the device inventory and carry out systems diagnostics in a more effective and efficient manner.

Windows Mobile® Email easily and seamlessly integrates with Microsoft Exchange Server 2003 running Service Pack 2, with minimal additional investment in hardware. This makes it a highly cost-effective, scalable and security-enhanced way to deliver the benefits of email on the move.

“Windows Mobile® Email is ideal for customers who prefer mobile email experience in a Microsoft® Office Outlook® environment,” said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone.

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“With the support of Vodafone, the world’s largest mobile community, we will keep customers connected with global roaming coverage in more than 240 destinations, helping our customers to do business without compromise wherever their business takes them.”

Mr. Jason Lim, Regional Director, Asia Pacific & Japan, Mobile and Embedded Devices Division, Microsoft Corp said, “We believe that companies are starting to see the ROI associated with mobile e-mail, and the ability to easily integrate mobile devices with corporate networks. The launch of Windows Mobile® Email with SmarTone-Vodafone is yet another initiative in line with our vision to provide freedom and choice to the users in Hong Kong. Our solution addresses the needs of enterprises for a faster, more flexible messaging experience, strong security management, and increased cost efficiency and scalability for their mobile messaging solutions.”

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