

SmarTone-Vodafone continues to lead the market with compelling new services through BlackBerry from Vodafone

First to introduce unique Traditional-Simplified Chinese instant conversion function

(Hong Kong, 6 March 2007) SmarTone-Vodafone announced today the launch of Hong Kong's first Traditional-Simplified Chinese instant conversion function with its new BlackBerry 8800 from Vodafone, offering another unique service that give customers a real edge through BlackBerry from Vodafone.

This unique Traditional-Simplified Chinese instant conversion function is developed and offered exclusively by SmarTone-Vodafone. With just one click, customers can convert instantly between traditional and simplified Chinese when composing and reading Chinese emails. This enables customers to stay closer to their mainland partners with more effective email communication. The Traditional-Simplified Chinese instant conversion function has been pre-loaded in the newly launched BlackBerry 8800 from Vodafone, which adds another differentiated and compelling handset to SmarTone-Vodafone's full range of BlackBerry from Vodafone devices. All SmarTone-Vodafone customers with other BlackBerry devices can download the upgraded software at SmarTone-Vodafone's corporate website to enjoy this unique function.

Exclusive to SmarTone-Vodafone, Vodafone Today is a specially-designed homepage summarizing all latest emails, phone calls, text messages and appointments, keeping customers on top of their incoming communications. SmarTone-Vodafone was the first to offer Voice Reply that enables customers to send voice clips by email, and Attachment via Fax, which can forward emails and attachments to any fax to print hard copies. These, together with Traditional-Simplified Chinese instant conversion function, once again prove that not all BlackBerry devices are created equal.

"With the new BlackBerry 8800 from Vodafone and its unique Traditional-Simplified Chinese instant conversion function, SmarTone-Vodafone is once again first to bring customers compelling new services through BlackBerry from Vodafone, which help them do business without compromise," said Mr. Douglas Li, Chief Executive Officer of SmarTone-Vodafone. "With its exceptionally sleek and stylish design, the BlackBerry 8800 from Vodafone is the thinnest SmarTone Mobile Communications Limited 數碼通電訊有限公司

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BlackBerry handset which perfectly integrates a full-QWERTY keyboard and a powerful suite of phone and multimedia features.”

The BlackBerry 8800 from Vodafone is a feature-rich smartphone that is both functionally and visually inspiring. Measuring only 14 mm deep, the BlackBerry 8800 is the thinnest-ever BlackBerry® handset. It is designed to satisfy the most demanding mobile professionals, with an improved full QWERTY keyboard for even faster typing and BlackBerry’s user-friendly trackball user interface for highly intuitive navigation. The BlackBerry 8800 from Vodafone has voice-activated dialing and incorporates a powerful multimedia player for playing music and video in all popular formats, as well as expandable memory on microSD card.

“The BlackBerry 8800 from Vodafone is a high-performance, high-quality smartphone that perfectly meets the needs of customers who are frequent email users yet require an exceptional multimedia performance for both work and play,” added Mr. Li.

Notes to the Editor

The quad-band GSM/ GPRS and EDGE-enabled BlackBerry 8800 smoothly integrates support for voice and data applications, including phone, email, text messaging, web browser, organizer, multimedia and more. Powering its robust performance is an ultra-thin, high-capacity battery that further extends the uncompromising battery life for which BlackBerry handsets are renowned.

The new BlackBerry 8800 also includes:

- Robust call management features such as smart dialing, conference calling, speed dialing and call forwarding
- Premium phone features with noise cancellation for enhanced audio performance and Speaker Independent Voice Recognition (SIVR) for Voice Activated Dialing (VAD)
- Dedicated 'send', 'end' and 'mute' keys, low-distortion speakerphone and Bluetooth® support for hands-free use with headsets, car kits and Bluetooth peripherals
- Support for polyphonic, MP3 and MIDI ring tones
- An ultra-bright, high resolution (320 x 240) landscape display – images appear vivid and crisp
- An innovative light-sensing technology that automatically optimizes the screen, trackball and keyboard lighting for indoor, outdoor and dark environments
- High performance HTML browser for visiting favourite web sites and accessing company intranets while on the go
- Multimedia player with stereo headset jack for MP3 and AAC music files, as well as MPEG4 and H.263 videos
- 64MB built-in flash memory, expandable through microSD expansion slot
- BlackBerry® Internet Service support – allows access to up to 10 supported personal and corporate email accounts, including most popular ISP email accounts
- BlackBerry® Enterprise Server support – integrates with Microsoft® Exchange, IBM Lotus® Domino® and Novell® GroupWise® environments and features a new set of IT policy controls for managing the BlackBerry 8800's features and usage