

SmarTone-Vodafone leads the market with yet another service innovation specially designed for Hong Kong teens

(Hong Kong, 2 April 2007) SmarTone-Vodafone once again leads the market by introducing a new service especially for Hong Kong teens – Teen地派. This enables teens to be in constant contact with their peers and be energised with unlimited fun and entertainment. Parents will also be able to get closer to their children and inspire them with a sense of budget control.

“This new service proposition, which meets the needs of both teens and parents, demonstrates once again our market leadership through service innovation in meeting customers’ needs and delivering great benefits and value to them,” said Mr. Douglas Li, CEO of SmarTone-Vodafone. “We also bring a number of other innovations to the market which exemplify our strong focus on customers. These innovations include six-people group chat via Mobile IM, voice and video 2-in-1 call minutes, the capability to upload user-generated videos and earn credits when people view the videos, Hong Kong’s first multimedia WAP portal with unlimited browsing for teens, and unique software for storing favourite music and reformatting them to replay on all brands of mobile phones and music players.”

Serving teens

SmarTone-Vodafone’s Teen地派 members can chat with their friends using Mobile IM. Unlike other MSN on mobile in the market, Teen地派 members can chat with five nominated friends any time. For just one dollar a day, members can enjoy unlimited chat with friends with no restrictions on their respective mobile phone models and service providers. For those days when customers do not use Mobile IM, there will be no charge. During the special promotion period, they can enjoy five days of free usage per month.

The innovative tariff plan for Teen地派 bundles voice and video 2-in-1 call minutes. Teen地派 members can always be there with their friends and parents, and even talk with them face-to-face with video calling.

With Teen地派, members can unleash their creativity in uploading and sharing their self-generated videos. Whenever other Teen地派 members stream to watch their videos, the originators can earn cash credits in their accounts for future use with any Teen地派 services. During the promotion period till 31 May, video uploading and viewing will be free of charge.

Teen地派@iN! is the first-ever WAP portal in Hong Kong specially designed for teens. Teen地派 members can enjoy unlimited browsing of free content, including videos, as well as premium content for fee-based downloading. Teen地派@iN! offers six channels to meet the different interests of teens: -

1. Music Now – *Hong Kong's largest and richest library of music, available in full tracks, MVs, connecting tones and ringtones*
2. Game Shock – *A selection of leading mobile games from world-renowned brands, providing a sensational gaming experience with stunning graphics and amazing connectivity*
3. Showbiz – *An arena for free video clips of MV, entertainment news and movies. Fee-based exclusive premium video content from EMI/Gold Label is also available. Plus free entertainment news headlines and features*
4. Video Mart – *A space dedicated for Teen地派 users to showcase and share their creativity via uploading / streaming videos*
5. Good Deals – *Avail the hottest deals in town for food & drink, fun & play and fashion through downloading free M-coupons*
6. English Cool Phrases – *Archiving the thrice-weekly pushed English Cool Phrases MMS under the theme of the month for more efficient learning of living English*

A Music Box software will also be made available free to all Teen地派 members. This PC-based music management tool enables users to create their favourite playlists to replay on any mobile phone or music player. Music Box also provides the Hot 300 top chart and a forum for members to gather and chat. With Music Box, music lovers can now be on top of the latest and hottest music.

Serving parents

In addition to teens, parents can also enjoy a wide array of great benefits from this exciting new service proposition. Teen地派 assures parents of no bill surprises from their children using mobile services. Through a monthly plan, parents can pre-set monthly expense levels for their children. They will receive an SMS alert for low balance, and will be able to top up these accounts remotely by replying to this SMS with their mobile phones. Teen 地派 members also have an option of buying pre-paid vouchers for topping up their own accounts, giving them the opportunity to learn how to control monthly expenses and allocate pocket money. Parents can now instill the concept of financial management into their children.

Parents who subscribe to any of SmarTone-Vodafone's 3G plans can use their intra voice minutes to make video calls to their children whenever they want. They will also regularly receive English cool phrases via MMS at the same time as their children, as well as parental tips from education professionals via SMS. Both of these enable them to get closer to their children.

"Teen地派 clearly demonstrates our continued commitment to serving customers through differentiated and superior service propositions. We believe that this innovative service will bring both teenagers and their parents tremendous value and benefits," Mr. Li added.
