

SmarTone-Vodafone Brings HD Wide to Hong Kong

The Ultimate Video Experience

(Hong Kong – 24 September 2007) To satisfy rising popularity and demand for high definition videos, SmarTone-Vodafone announces the launch of HD Wide. For the first time ever, customers have the option of viewing all streaming or downloaded videos through an optimised landscape screen. HD Wide is available for a monthly subscription fee of \$18, for customers using supported handsets.

‘High definition has been the talk of the town for some time now, and SmarTone-Vodafone is taking the pleasures of HD viewing to an unrivalled level with HD Wide. It brings superb clarity directly to our customers’ handsets.’ said Mr. Eric Mallia, SmarTone-Vodafone’s Director of Marketing.

With HD Wide, video content is presented in full resolution in its original widescreen format (320x240 pixels); the picture is not stretched or altered in any way. Coupled with SmarTone-Vodafone’s unrivalled broadband network, HD Wide videos are streamed at extra high speed. The resulting optimum viewing experience is available for all videos. These features are exclusive to SmarTone-Vodafone.

‘When it comes to offering superior customer experience, we don’t cut corners. With HD Wide, the entire screen is filled, making for a perfect viewing experience on mobile. Whether it’s the latest news stories, music videos, match highlights or horse racing, our customers can enjoy their choice of content in the best quality and highest definition.’ said Mr. Mallia.

HD Wide service details

Supporting handsets: Nokia N95
 Nokia 6110 Navigator
 Nokia 6120 Classic
 Dopod D810
 HTC P3600I

Monthly subscription fee: HK\$18

For more information, please contact **Weber Shandwick Worldwide**:

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