



SmarTone-Vodafone launches FoneTV

A new and unique Mobile TV experience

(Hong Kong, 24 October 2007) SmarTone-Vodafone today announced the launch of FoneTV, bringing live TV and hand-picked programmes to mobile phones. FoneTV brings them all in HD Wide and lets customers enjoy the ultimate TV-on-the-go experience like no other.

FoneTV is yet another innovation brought to Hong Kong from SmarTone-Vodafone. Customers want entertainment beyond just news. They demand real TV experiences on their mobile and find rehashed free terrestrial TV programmes from other operators the least bit attractive. To address these customers' needs, FoneTV offers a choice of 12 channels that customers want most, ranging from news and finance, to music and movie, cartoons and live traffic cams. All content is frequently refreshed and we offer relatively short, "snack size" programmes ideal for those moments in the day when you have some down time or traveling to and from work.

The exclusive i-Console lets customers enjoy a similar experience as they have with their home TV. With just one click, channels can be switched in a second ensuring smooth transition from one programme to another, so out goes old style buffering. The revolutionary split-screen i-Console also offers simultaneous TV viewing and channel selection as well as interactive features such as online transaction and voting. With the i-Console, customers can buy related music content such as connecting tone and full track at the click of a button while watching MV. The i-Console is yet another leading edge innovation to let customers enjoy unparalleled experience.

Customers don't settle for average video quality either. So all programmes on FoneTV are available in HD Wide, allowing customers to enjoy superb viewing quality and clarity through QVGA streaming. Backed by SmarTone-Vodafone's unrivalled high speed HSPA network, FoneTV provides a true and unbeatable Mobile TV experience.


Each channel is charged at a flat monthly fee with unlimited viewing and just \$88 a month buys you all 12 channels on FoneTV.

"With its relevant and exciting content, innovative ease of use and unmatched video quality, FoneTV will be a refreshing new choice. And with additional new channels available in the near future, FoneTV will continuously provide an even greater array of infotainment and entertainment." Mr. Patrick Chan, Executive Director of SmarTone-Vodafone said.

Notes to the Editor:



Channels	Monthly Fee
<ul style="list-style-type: none"> News • 24-hour Chinese News • BBC World • Bloomberg TV • CNBC • CNN International <i>The most extensive international live news</i>	All for \$18
<ul style="list-style-type: none"> • Music Now TV <i>Non-stop full length music videos, from the hottest chart-toppers to good old classics</i>	\$38
<ul style="list-style-type: none"> • Chinese Pop Hits <i>The latest music buzz from Asia</i>	Free with any subscription
<ul style="list-style-type: none"> • International Pop Hits <i>The US and UK's most happening artists</i>	Free with any subscription
<ul style="list-style-type: none"> • ANIMAX <i>First on mobile, showing different series with one episode per day around-the-clock</i>	\$28
<ul style="list-style-type: none"> • Cartoons <i>The Powerpuff Girls, Dexter...all the Cartoon Network characters ready to keep you chuckling no matter what time it is</i>	\$28
<ul style="list-style-type: none"> • At the Movies <i>Your guide to everything about movies, from upcoming releases to the latest box office hits</i>	Free with any subscription
<ul style="list-style-type: none"> • Live Traffic Cams 	Free with any subscription
Unlimited viewing of all the above channels	\$88

I All 3G and HSPA phones support FoneTV		
II Phones Support I-Console on FoneTV and 		
Models	i-Console	HD Wide
Sharp SX663	√	√
Nokia 6110 Navigator 6120 Classic N95 N76	√ √ √ √	√ √ √
Sony Ericsson K850i K810i K530i W910i W880i W850i T650i Z610i	√ √ √ √ √ √ √ √	

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News Release