



SmarTone-Vodafone launches MusicXS

**The world's first subscription based unlimited music download service
for PC and mobile.**

(Hong Kong, 5 March 2008) SmarTone-Vodafone is pushing the boundaries of online and mobile entertainment even further with the launch of MusicXS. Offering unlimited downloads of music full tracks from the largest music catalogue in Hong Kong, ranging from new to old, rock to classical, Canto-pop to hip hop, jazz to indie, dance to electronic, and more besides.

MusicXS customers can choose from over 600,000 tracks from all four major international and all leading local music labels, together with hundreds of independents.

'For sometime now the demand for music online and on the go has been increasing rapidly', said Mr. Douglas Li, CEO of SmarTone-Vodafone. 'MusicXS is the first credible music service that meets the need for music enthusiasts and casual listeners alike.'

MusicXS is available in two versions. A PC only version for subscription is open to everyone in Hong Kong, irrespective of whether they are SmarTone-Vodafone customers. This version offers unlimited downloads for a flat fee of \$56/month.

An integrated PC and mobile version is available for subscription by SmarTone-Vodafone customers only, offering them unparalleled convenience and the same extensive music catalogue on both PC and mobile. SmarTone-Vodafone customers can now enjoy side loading of tracks from PC to mobile, downloading of tracks directly on mobile, as well as synchronisation of

mobile downloaded tracks to the PC at the touch of a button. This unique, integrated version offers unlimited downloads for a flat fee of \$96/month.

As one would expect from SmarTone-Vodafone services, MusicXS offers a compelling combination of rich functionality coupled with an ease of use making for an unbeatable customer experience. Mr. Li added, 'MusicXS offers key features like grouping by genres, artists, tracks, search and play-lists, making management of your favourite tunes and the excitement of music discovery second to none. The mobile version even presents the customer with an enhanced, expedited presentation of the latest releases of key artists from all the genres.'

MusicXS' unique proposition does not stop here. It supports over 50 existing handset models, as well as all key upcoming models, from leading brands including HTC, LG, Motorola, Nokia, Samsung, Sharp, Sony Ericsson and Vodafone. It's the first time anywhere in the world music subscription management has successfully and comprehensively bridged the wide gap from PC to a multitude of open mobile platforms including Symbian, Windows Mobile and Java based handsets.

Dr. Wayne Zhang, President and Chief Executive Officer of Access Media Solutions notes: 'We know that SmarTone-Vodafone has a deep understanding of customers' needs and places great emphasis on the user experience. Through working closely with them, it has resulted in a marriage of technology excellence in the field of DRM across PC and mobile. People in Hong Kong now have the chance to experience digital music through an unprecedented choice of devices.'

MusicXS does not compromise on sound quality either. On the contrary, tracks for the MusicXS PC version are encoded in AAC+ 128 kbps, offering phenomenal Hi-Fi like reproduction that is unsurpassed in the market. Likewise, tracks for the MusicXS mobile software are encoded in from AAC+ 48 kbps up to AAC+ 96 kbps (depending on the model of handset) for high quality listening.

Finally, to ensure customers never lose their music, a full back-up of their music downloads is also stored for every customer if there is a need to replace a PC in the event of upgrade or loss.

Mr. Li concluded, "Quite simply we're passionate about music. That's why we've left very few stones unturned in developing MusicXS – the very best and most advanced online and mobile music retail offering. Every aspect of the service, from ease of use to the integration of the PC and mobile experience to the terrific value – it all makes MusicXS one of a kind in the world.'

Notes to the Editor

About ACCESS China Media Solutions

ACCESS China Media Solutions (“ACCESS Media”) is dedicated to be the leading provider of easy to use, personalized, consumer friendly mobile multimedia applications designed for the mobile platform. The company focuses on developing next generation Mobile Centric Music/Entertainment Platform. The platform enables mobile operators, terminal vendors and independent music/entertainment service providers to offer comprehensive music services to its customers. ACCESS Media is building long-term partnerships and creating the best value for its customers and partners by providing technical and other services in addition to the Mobile Centric Music Platform.

ACCESS Media is a JV venture company with investors include: ACCESS Co. Ltd., Melodeo Inc., Motorola Inc., Sony BMG Music Entertainment and Warner Music Group Inc.

About MusicXS

MusicXS on PC	\$56/month
Music XS on PC and mobile	\$96/month

Genres:

- Chinese
- Japanese and Korean
- International
 - Pop/Rock
 - R&B/Hip Hop
 - Dance/Electronica
 - Jazz/Blues
 - Folk/Country
 - World/New Age
 - Alternative
- Classical
 - Composer
 - Instrumental
 - Opera & Vocal
- Movie/Drama
- Easy listening
- Compilation

MusicXS supported handsets:

Asus: P735, P750 and M530W
Dopod: 595, 838Pro, C730 ,C500, 900 and D810
ETEN: X800
HTC: Touch Cruise, Touch Dual, TyTNII, P3600i and S730
i-mate: JasJam
LG: KS20
Motorola: Q9
Nokia: E61i, E65, N73, N80, N82, N95 and N95-8GB
O2: XDA Atom
Palm: Treo 750 and Treo 750v
Samsung: i458 and i608
Sharp: SX663
Sony Ericsson: K530i, K610i, K660i, K770i, K800i, K810i, K850i, T650i, W660i, W850i, W880i, W890i, W910i, W960i and Z610i
Toshiba: G500 and G900
Vodafone: Vodafone 720, Vodafone 810 and Vodafone 1210

MusicXS on PC: system requirements

OS: Windows 2000, XP and Vista
Processor: Pentium-class CPU or above
Memory: 512MB RAM or above
Hard drive capacity: 15GB or above
Sound device: Built-in or external speakers
Browser Internet: Explorer 6.0 or above

Audio specifications

PC: AAC+ 128kbps
Java handset: AAC+ 48kbps
Symbian and WinCE handset: AAC+ 96kbps