

## **SmarTone-Vodafone launches its first Experience Store putting consumer participation at the heart of its new retail design**

**Hong Kong, 14 August 2008** – SmarTone-Vodafone today opened a new Experience Store in Central, designed to showcase its broad range of services in an interactive environment that allows customers to try them out first hand. Staffed by an industry recognized award-winning retail team, the Experience Store delivers a unique shopping experience unprecedented in Hong Kong retailing.

The multi-storey Experience Store has a modern contemporary design, with services and products categorized and conveniently displayed to cater to the needs of different customer segments. Services and compatible handsets are placed side by side so that shoppers can browse and explore at ease. Plenty of live demonstration phones are available to provide shoppers with direct hands-on service experience, allowing them to discover the usefulness of the services and how easy they are to use. Interactive display panels and electronic touch-screen learning consoles further help customers get the most from their mobiles with SmarTone-Vodafone's many unique services.

“The rationale behind this store was born of our vision to provide an unbeatable shopping experience and builds on SmarTone-Vodafone's leadership in retail design and service. It is a great showcase to display all of our creative multimedia services, demonstrate how easy they are to use and how useful they are in customers' everyday lives,” says Douglas Li, CEO of SmarTone-Vodafone. “With the opening of our first Experience Store, customers are better able

to explore and try out SmarTone-Vodafone's services in a spacious and relaxed environment."

SmarTone-Vodafone further takes its service commitment and retail experience to a new level with **The Loft**, a dedicated area in the new Experience Store where scheduled services workshops are held every day. Visitors can pre-book any of these scheduled workshops ranging from basic communications, exciting multimedia services and even services enhancing productivity. Customers can find out all they want to know about the services from experts, and have hands-on trial or even personal coaching in a comfortable and engaging environment.

"With more and more of our multimedia services provided not only through mobiles but now also on the PCs through the Internet, there is an increasing need for providing more in-depth help for existing and prospective customers. The Loft represents the next step up in SmarTone-Vodafone's commitment to great service, building on regular customers workshops at our two Customer Centres since 2005. With the services workshops to be held at The Loft, we would be conducting over 150 sessions every month, covering every aspect of all our services. With our new Experience Store and our award-winning staff to help, customers can find out more about our services and their benefits, their usability and the unbeatable experience they offer, all delivered on our super fast HSPA network. This validates our brand promise getting customers closer to the things that matter to them," adds Mr. Li.

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## Notes to the Editor

### Shop Address

31-37 Des Voeux Road Central

### Opening Hours

Mon-Sat: 8:45am-8:30pm

Sun/PH: 11:00am-8:00pm