

Launch of first bundled service offerings spanning mobile, fixed-line and broadband with free mobile service

Wireless triple-play propositions to benefit from increasing network investment

(Hong Kong, 5 January 2009) SmarTone-Vodafone today launched its first ever free mobile service bundled with its wireless fixed-line or broadband offerings. Customers subscribing to either will enjoy 12 months free mobile service with 850 minutes per month, and additionally benefit from a free HomePhone+ telephone or a free Vodafone Mobile Connect USB broadband modem upon signing a contract.

These new bundled services represent the first wave of enhanced value offerings that give even greater savings to customers and fulfill their total communication needs. "We appreciate that customers are increasingly looking for ever better value, performance and convenience from telecommunication providers. With our latest HomePhone+ bundled offer, customers can enjoy the latest advanced fixed-line service features for as little as \$68 per month if they port their existing fixed-line number from another provider. What's more, this price includes the full suite of value-added services, free native IP calls¹, a free HomePhone+ telephone, and of course one year's free mobile service," says Mr. Douglas Li, CEO of SmarTone-Vodafone. "Likewise with our latest broadband bundled offer, customers get the free USB modem as well as one year's free mobile service. Other triple-play services and offers will be forthcoming, giving even more choice, greater flexibility and best value to customers."

¹ HomePhone+ customers can call overseas for free without the need of a PC or broadband connection. Also, anyone overseas with a PC can call HomePhone+ customers free of charge.

With an average capital expenditure in excess of \$400 million over the past 3 years and an increase in commitment for financial year 08/09 to over \$500 million, SmarTone-Vodafone is extending its leadership in network coverage, performance, speed and capacity. SmarTone-Vodafone's commitment to wireless as the most efficient medium to deliver total communication services in Hong Kong, is further supported with its recently announced MIMO pilot implementation project for maximizing performance and bandwidth as a precursor to even faster speed and higher capacity with HSPA, and the planned upgrade to next generation broadband technology, LTE (Long Term Evolution).

“Our network superiority always has been and will continue to be a key difference between ourselves and other telecom providers. Our commitment to wireless and to provide total communication services is keenly demonstrated by our substantial and continued investments in our radio network and all IP fibre backhaul. This allows us to accommodate an ever increasing number of customers using our services simultaneously on our network without compromising on quality. Furthermore, it allows customers to benefit from the best value for money, triple-play offerings in the market, ” added Mr. Li.

Notes to the editor

Free mobile service

Includes 850 2G minutes, standard value-added services. 12-month contract. \$12 per month administration fee applies.

HomePhone+

Customers need to subscribe to \$68 price plan for a 30-month period and only applicable to those who port-in their fixed-line numbers. Customers are required to make a service prepayment of \$300, monthly fee and expenses will be directly deducted from the service prepayment. Full suite of value-added services include IP Call, Call Waiting, Call Forwarding, Conference Call, Voicemail and Call Screening.

SmarTone-Vodafone Broadband

Customers need to subscribe to \$188 unlimited local usage price plan for 12-month contract, \$12 per month administration fee. Customers are required to make a \$1,128 prepayment which will be rebated in the first 6 months of the contract. HSPA speeds up to 3.6Mbps upload and 1.5Mbps download. These are plan peak speeds, actual connection speeds may vary due to Internet conditions, server speeds, local conditions, hardware, software and other conditions which may arise. Fair Usage Policy applies.

Terms and conditions apply

What is MIMO?

MIMO is an acronym that stands for **M**ultiple **I**nput **M**ultiple **O**utput. It is an antenna technology that is used both in transmission and receiver equipment for wireless radio communication. MIMO uses multiple transmit and receive antennas to improve performance and throughput for radio signals. The data transmission is divided in multiple streams and recombined at the receiver-end to increase overall performance. The idea is to raise transmission speed significantly by sending information over multiple channels.

MIMO is also part of the WCDMA Evolved and the Long-Term Evolution (LTE) standardization projects in 3GPP for the future of mobile networks.

There can be various MIMO configurations. For example, a 2x2 MIMO configuration is 2 antennas to transmit signals (from base station) and 2 antennas to receive signals (mobile terminal). 2x2 MIMO is supported in the downlink with HSPA evolved. This uses two antennas to effectively double the peak rate on the downlink; that is, enabling a peak data rate of 28 Mbps, in the first step.