

## **SmarTone-Vodafone launches its 21 Mbps HSPA+ network**

### **And sets a new standard of transparency in broadband performance**

**(Hong Kong, 5 November 2009)** – SmarTone-Vodafone today launched its HSPA+ network upgrade, providing maximum network speeds of 21 Mbps for wireless broadband services, and strengthening its position as the leading broadband provider across mobile and fixed markets. This latest enhancement to its wireless network further improves the SmarTone-Vodafone broadband experience, by offering even faster Internet access throughout Hong Kong.

SmarTone-Vodafone is introducing three new mobile broadband price plans, tailored to meet the specific requirements of different users. Supported by a marketing campaign with the theme “Put real power in your hands”, SmarTone-Vodafone adopts a new standard of transparency on broadband speeds, based on usable speeds typically experienced by customers, rather than maximum network speeds. The Power 3 plan provides typical usable speeds of 2–3 Mbps, giving everyday users all the speed they need. The Power 7 plan offers typical usable speeds of 2–6 Mbps, for customers demanding outstanding performance. For those who demand the best, the Power 21 plan delivers typical usable speeds of 2-14 Mbps for unbeatable performance. By subscribing to the plan most suited to their individual needs, customers can ensure they will always get best value. All of these broadband price plans come with free USB stick modems for unrivalled convenience and flexibility, allowing a single plan to serve a customer’s notebook and their home desktop computer.

"Besides the state-of-the-art broadband performance and unrivalled convenience of wireless, our Power 3, Power 7 and Power 21 mobile broadband plans are designed to meet different customers' needs, offering them a choice and best value, always," said Mr. Douglas Li, CEO of SmarTone-Vodafone. "Naturally, with the launch of HSPA+, our network capacity has increased greatly and allows us to deliver even better service to all our customers."

In recent years, there has been confusion arising from the telecom industry's marketing practices. As a leading telecom provider, SmarTone-Vodafone is taking the broadband industry to a new level of transparency, by promoting the disclosure of typical usable speeds, instead of maximum network speeds. Transparency serves to increase public confidence and will encourage consumers to adopt wireless broadband in order to reap the benefits of performance, convenience and flexibility.

"SmarTone-Vodafone will continue upgrading network speeds to 28 Mbps and 42 Mbps next year, paving the way for 80 Mbps and even higher speeds with implementation of LTE," adds Mr. Li. "We are firmly committed to delivering best-in-market broadband services and customers will love the difference."

\*\*\*

## Notes to editor

### Choice of 3 power plans

		Power 21 plan	Power 7 plan	Power 3 plan
Monthly	Fee*	\$388	\$238	\$188
Target	Users	For those who demand the best	Perfect for those demanding outstanding performance	All the speed you need for everyday use
Typical usable speeds#	download/ upload	2 – 14Mbps 500Kbps – 3.5Mbps	2 – 6Mbps 500Kbps – 3.5Mbps	2 – 3Mbps 500Kbps – 2Mbps
FREE Vodafone Mobile Broadband device				

\* All plans comes with a 24-month contract and unlimited local usage

# HSPA+ network supports maximum download speeds of 21Mbps, actual connection speeds can vary due to factors such as relative position between you and the base station, download server source, Internet traffic conditions, number of users, computer hardware, software and other factors that may arise.

- One rate for roaming worldwide - \$0.12/KB
- Customers are required to pay an administration fee of \$12 per month
- Terms and conditions apply