

SmarTone-Vodafone partners with Huawei to launch IDEOS™ – the latest Android 2.2 smartphone in Hong Kong

Hong Kong, 8 September 2010 – SmarTone-Vodafone today announced a new collaboration with Huawei to unveil the new IDEOS™ smartphone in Hong Kong. This latest Android device offers fast and smooth Internet performance with a colourful and stylish design that will appeal to a broad range of customers. Together with SmarTone-Vodafone's exclusive 7-panel home screen and unique range of customised apps and widgets, more customers can now enjoy greater ease-of-use and an enhanced Internet experience on Hong Kong's most powerful network.

"After many successful collaborations with Huawei since the launch of our first Mobile Broadband data card and USB devices, we are pleased to help bring their first own-branded Android smartphone to our customers," said Mr. Douglas Li, CEO of SmarTone-Vodafone. "As the first operator in Hong Kong to launch Android smartphones, we have the most experience in developing apps and widgets to address the needs of Hong Kong customers. We have optimised the IDEOS™ to perform at its best on our super-fast and reliable mobile broadband network, bringing top-tier smartphone experience at an attractive price point to the widest possible audience."

SmarTone-Vodafone's unique 7-panel home screen comes fully loaded with apps, widgets and entertainment services, providing one-touch access to news headlines, social networking sites like Weibo, Facebook and Twitter, as well as the Taobao online shopping forum and 26 channels of high definition live TV and on-demand videos via the SV Apps service panel.

Customers can also enjoy an enhanced Internet experience on their IDEOS™ smartphone with the exclusive X-Power. They can watch Flash videos on Hong Kong's most-visited websites, enjoy RSS and Podcasts instantly when browsing, share favourite content on Facebook or via SMS and email. Bookmarks and browsing history can be stored online safely for easy retrieval anytime. To save time and trouble, customers receive weekly recommendations on the latest apps available at Android Market and they can also attend free workshops to learn how to get the most from their smartphone.

"SmarTone-Vodafone will continue to bring the latest Android smartphones to our customers and develop new and exciting service propositions for the platform. We are confident our customers will love the difference we are bringing them through our superior network performance, differentiated services and unrivalled customer care," added Mr. Li.

IDEOS™ is equipped with a capacitive touchscreen, built-in FM radio and a full suite of Google Mobile services and will be available at all SmarTone-Vodafone stores from 9 September. For \$138/month, customers can take home the IDEOS™ for free and enjoy all the benefits of Hong Kong's most powerful network. Customers subscribing to the \$298/month plan will enjoy data usage of 1GB for the duration of their 18-month contract.

Notes to editors

Price plans

Monthly fee	\$138	\$198	\$298
Data usage	150MB	250MB	promotion offer 1GB within contract period
Voice (min)	800 basic 500 intra	1000 basic 700 intra	1200 basic 900 intra

Features

HSDPA 7.2Mbps; WCDMA 850/1700/1900/2100MHz

OS: Android™ 2.2

Processor: Qualcomm 528MHz

Memory: 512MB ROM / 256MB RAM

Android webkit based Chrome browser

Dimension: 104 x 54.8 x 13.5 mm

Weight: 100g

Standby time: 300 hrs

Talk time: 5 hrs

2.8" QVGA (240 x 320) capacitive touch screen

Camera: 3.2 megapixel

Video supported format: 3GP, MP4

Audio supported format: WAV, MIDI, MP3, M4A, OGG

3.5mm headset jack

Internal GPS antenna

Supports up to 32GB microSD™ card

USB2.0 / Wi-Fi 802.11b/g/n

Supports A2DP for stereo wireless headsets