



SmarTone to Launch New HTC One with loop

(Hong Kong, 6 May 2013) SmarTone today announced the launch of new HTC One, with loop exclusively available to SmarTone users via the new HTC BlinkFeed™. The new HTC One with loop keeps users automatically updated with latest trends, what's hot, new tech and entertainment buzz.

The new HTC One has a distinctive zero-gap aluminium unibody, housing a host of new innovations. Its 4.7" full HD display is perfect for viewing the BlinkFeed™ live home screen. Coupled with HTC BoomSound™ front facing stereo speakers, it lifts mobile video viewing to new heights.

Those that love photos and videos will love HTC Zoe™ which takes 3-second moving photos. The new HTC One boasts a brand new UltraPixel camera with an f/2.0 lens and a breakthrough sensor that gathers 300% more light than traditional smartphone cameras.

Together with SmarTone's lightning fast and smooth network, customers can enjoy our range of useful services on the new HTC One, including:

Cloud Storage Manager - a virtual cloud storage unit that users can expand as much as they want using free cloud storage accounts, so that users can take

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as many photos, videos, and Zoes as they want without worry. It also makes sharing files between the new HTC One, other smartphones, tablets and computers a whole lot easier. If security is a worry, on-demand encryption is available to keep all files safe.

X-Power - bringing users even more enjoyment with the new HTC One's full-HD screening by enabling users to watch Flash videos, even though the new HTC One doesn't natively support Flash.

The new HTC One is available for \$0 with a HK\$ 398 price plan with loop. loop will be made available to selected smartphones and platforms in the future.

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Notes to Editor:

Monthly fee		\$138	\$248	\$398
Voice mins	Basic	800	1200	1800
	Intra	500	800	1500
Local Data		150MB	400MB	Unlimited*
		Thereafter charge: \$40 / 200MB on " Advise & Consent "basis# (capped at \$280/month)*		
		* When customer has reached the monthly data usage of 5GB, the Fair Usage Policy will be applied. Customer can still continue to use the Service. However, they will be given lower priority to access the network resources, where the Customer's experience may be affected when the network traffic is busy.		
Service included		<ul style="list-style-type: none"> ● Intra SMS ● 10 intra MMS ● Voicemail, call forwarding, call number display, call waiting and conference call 		
Phone subscription price for new HTC One		\$3,780	\$2,380	\$0

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