

SmarTone launches Easy Connect

HONG KONG, March 5, 2014 – SmarTone today announced the launch of Easy Connect – the new generation of SmarTone’s Homescreens for Android smartphones. A breakthrough in legibility and usability, Easy Connect helps customers get rid of the clutter and stuff they hardly use, and make it easier to get to the things they do want.

“At SmarTone, we always focus on customer experience,” said Mr. Douglas Li, CEO of SmarTone. “Different customers have different needs, and for some customers, Easy Connect will be a welcome change from the complications that come with today’s smartphones.”

Improvement in legibility and usability has been made to core features, including phone, menu, lock screen, camera, gallery, contact, call log and messaging through bigger keys, bigger thumbnails and larger photos, as well as focusing on the essentials while eschewing features that most people hardly use. In addition, usability is further enhanced with the straight forward vertical scrolling and the flexibility to place the most frequently used apps for the most convenient access. To cater for customers’ different preferences, Easy Connect offers them a choice of default Home - a Phone page with quick dialler keys or the Menu page.

Easy Connect is exclusive for SmarTone customers for free. To get Easy Connect, visit any SmarTone store, or download it at smartone.com/easyconnect/dl

Coming soon is another SmarTone's Homescreen for Android smartphones called Prime Access which is a new homescreen with improved usability including automatic categorisation of apps in folders and shortcut to SmarTone's apps and services. What is more, it will be integrated with loop, a digital magazine that lets users stay on top of all things new.

loop covers whatever is hot and new, including fashion, places to see, places to be seen, gadgets, games, things to buy, entertainment, hot deals and wellness. It features visually rich content with high quality photos and videos and offers a sense of style and fun. As an interactive media, loop is a new way for advertisers to better engage an audience.

As a SmarTone OPEN app, loop is available to anyone on any mobile network for free. It is available for download on Google Play now and will be available on the App Store shortly.

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* Easy Connect can be used on smartphones running Android 4.0 or above and the user experience may vary depending on the individual smartphone model, smartphone settings, firmware version and other factors whatever it applicable to