

SmarTone Ushers in Robotics Era to Innovate Customer Experience

Hong Kong, 14 February 2017 – SmarTone, the leading mobile network operator in Hong Kong, today introduced smart robots into retail stores for the first time. The smart robotics technology will enhance its customer experience and bring more fun and interactive experiences to customers in stores.

SmarTone combined innovative technology with romance by debuting smart robot, NAO, on Valentine's day at its apm store. Together with local web-celebrity Lilian Kan, NAO sang, danced and played games with customers as well as delivering sweet words in different languages for love birds. Smart robot Pepper also joined the event, making it the first appearance of the two robots together in Hong Kong.

Equipped with intelligence and real-time interaction capabilities, NAO can perform detailed actions and speak multiple languages to interact with customers. It can also introduce the latest services plan offers and recommend smartphone accessories to customers. From today till 13 March, customers who wish to meet NAO can visit SmarTone stores at apm, ifc and New Town Plaza. The smart robot will later tour other stores to interact with customers.

“SmarTone has always been pushing the frontiers of innovation, committed to innovating customer experience in the industry. The introduction of NAO will enable a fun and interactive experience, deepening in-store engagement with customers,” said Ms. Josephine Lam, Head of Marketing and Sales at SmarTone.

“Robotics is one of the hottest technologies and we know they will have a significant impact on our lives in the future. We will continue to seek ways to introduce the latest robotics technologies into our business as well as provide opportunities for local enterprises, organizations and individuals to experience the technology. For instance, we will launch robot rental services and organize coding workshops to nurture the younger generation's interest in robotics,” said Mr. Alex Kun, Head of Products and Services at SmarTone.

From now until 13 March, customers who take selfies with NAO at SmarTone stores in apm, IFC or New Town Plaza will receive a 15% off discount coupon* for mobile phone accessories and NAO stickers after uploading the selfies to Facebook and checking in the store. There will

also be chances to win limited-edition Casetify x NAO phone cases if customers upload the photos to Instagram with hashtag #SmarToneRobotics.

For more information, please scan the QR code below or visit robotics.smartone.com/en



* Subject to relevant terms and conditions.

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