

SmarTone unveils “5S” the new standard in mobile service industry Redefining the mobile experience that goes beyond network speed alone

(Hong Kong, 14 Sep 2017) – SmarTone today unveiled its vision for a new standard in mobile service industry – 5S – which will redefine network performance in speed, stability, seamlessness, security and service, encapsulating 5S to incorporate all the key performance factors most critical to users today.

SmarTone’s 5S is the new standard that the overall mobile experience should be measured against:

- **Speed:** Quick response for browsing, video playing and social media posting, with SmarTone’s advanced 4.5G network with download speeds of up to 700 Mbps*. Adding on the recent first-in-Hong Kong trials of Licensed Assisted Access technology (LAA), download speeds of up to 800 Mbps.
- **Stability:** Performance is consistent anywhere and anytime.
- **Seamlessness:** Browsing, gaming is smooth & video is played from start to end without picture break-up or stalling
- **Security:** Customers are well protected from junk calls and mobile threats with Call Guard and ST Protect respectively.
- **Service:** An array of unrivalled services to meet customer needs. SmarTone offers Powerbank Free Rental to its users at all stores for free, while SmarTone Screen Replace gives users free screen replacement when damaged.

SmarTone conducts stringent and regular monitoring of network performance with a tightly integrated end-to-end customer-centric network monitoring platform. The network is optimized in real-time through in-depth analysis on individual customer. Quality of Experience (QoE) benchmarking for most popular apps such as YouTube and Facebook are conducted regular during the busiest hours in all locations in Hong Kong to ensure customers can enjoy superior user experience with Speed, Stability and Seamlessness.



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To learn more about the SmarTone's 5S network campaign, please stay tuned to our latest TVC on TVB Jade at 8:45 pm tonight.

* Maximum network speeds specification.

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News Release