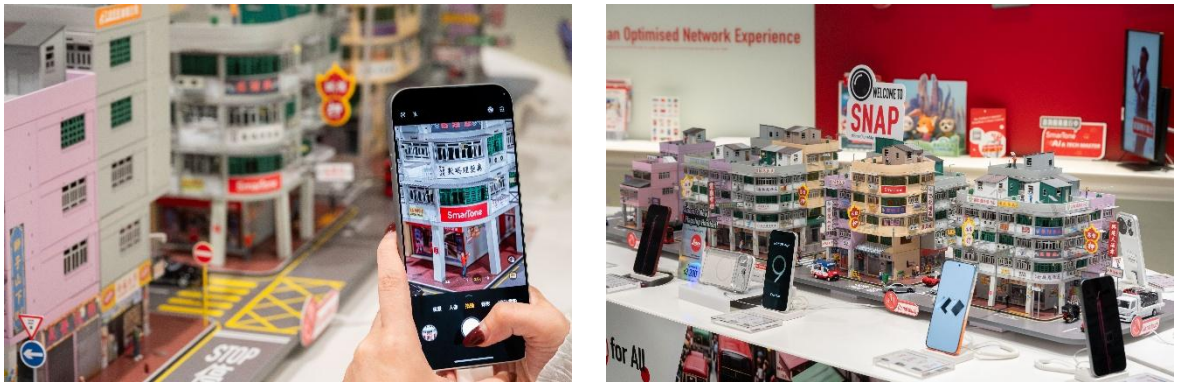
SmarTone

Fresh In-Store Experience at SmarTone
Encounter Miniature Hong Kong Scenes for Yourself

Leveraging Flagship Smartphone Photography to Deliver an All-New Retail Experience that Celebrates the City's Unique Charm



Designated SmarTone stores feature intricately crafted miniature Hong Kong scenes, allowing customers to experience the imaging capabilities of flagship smartphones firsthand.

(Hong Kong, November 13, 2026) – SmarTone has launched an all-new experience at designated stores under the theme *"Magnify Hong Kong's Details, Capture Your City's Story".* By merging Hong Kong's unique miniature art with the imaging technology of the latest flagship smartphones, customers are invited to discover the city's unique charm from a fresh perspective. This initiative further enriches the traditional telecom retail model, enabling physical stores to offer customers an all-new experience that combines product and technology exploration, interaction and creative arts.

Elevating the In-Store Experience through Technology, Creativity and Lifestyle

Physical stores have always been a crucial touchpoint for brands to connect with customers. As consumer expectations for retail experiences continue to evolve, SmarTone constantly explores innovative ways to deliver diverse brand interactions through technology and creative elements. To this end, SmarTone has introduced meticulously crafted, Hong Kong-themed miniature scenes at designated stores, featuring local street scenes and lifestyle elements. Through these miniature displays, customers can discover the familiar cityscape from a fresh perspective.

Customers can also make use of these on-site miniature displays to experience the imaging capabilities of various latest flagship smartphones. This allows them to see firsthand how different phones perform in macro photography, AI-powered photography, and various conditions, experiencing the imaging prowess of the flagship smartphones.

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Quick Mobile Photography Workshop to Unlock the Camera Potential of Flagship Smartphones

To allow customers to fully experience the allure of smartphone imaging in greater depth, designated SmarTone stores are hosting “Mobile Photography Workshop”. Photography specialists will share practical mobile photography tips, helping participants master the latest flagship camera features, learn composition techniques, utilize light and shadow, and explore macro photography. This empowers them to effortlessly capture the intricate details of the miniature scenes and create highly narrative, stylized photos.



Designated stores offer "Mobile Photography Workshop”, where store photography specialists share practical mobile photography tips.

Join the “#SmarTone Mini HK Moments” Photography Contest to Win One Million The Point Bonus Points

SmarTone is also hosting the “#SmarTone Mini HK Moments” Photography Contest, which encourages customers to express their creativity by capturing the miniature scenes at designated stores. Participants can capture their own Hong Kong stories through the lens and share their works on designated social media platforms. The best entries stand a chance to win up to 1,000,000 The Point Bonus Points. For event details and participation methods, please visit the official SmarTone Social Media page:
https://www.smartone.com/hk/PR/miniHK

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Additional Information - Designated stores offering experience spaces in the first phase:

Designated Store	**Address**
Central	Shop 1021, Podium Level 1, ifc mall, 1 Harbour View Street, Central
Kwun Tong	Shop UC-29, Upper Concourse Level, apm, 418 Kwun Tong Road, Kwun Tong
Shatin	Shop 615A, Level 6, Phase 1, New Town Plaza, Shatin
Causeway Bay	Shop G2, G/F, McDonald's Building, 46-54 Yee Wo Street, Causeway Bay
Tai Koo	Shop 151A, 1/F Cityplaza, 18 Taikoo Shing Road, Tai Koo