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## Press Release

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### Virtual Frame by 3 Multimedia Art in Your Pocket

3 is the first purely Mobile Multi Media provider in Austria. With the third generation of mobile communication (also known as 3G) based on UMTS (Universal Mobile Telecommunications System) 3 opens a completely new dimension of communication, information and entertainment. 3 is a lot more than just conventional mobile telephone service – 3 is a new medium, a convergence of telecommunication, internet and classic media. As each new communications medium, this one also implicates to deal with it artistically. For the first time one can enjoy, for example, art in a completely new and partly interactive way on 3VideoMobiles.

3VideoMobiles serve as the gateway to a new world of Mobile Multi Media – they allow mobile video telephony, make possible to call up news items as video clips, use location based services, send photo and video messages and from now onwards, to enter into a specially created mobile art space called “Virtual Frame”. Video clips, cartoon films, visual pop-songs, high-tech animations, abstract software suites, typographical fairytales, digital poems and interaktive works can all be activated at any time and from anywhere\*. Therefore, quite apart from their multimedia communication equipment, 3Customers also carry art in their pockets – images and sounds, which have been ‘composed’ for this new medium and which therefore also reflect the 3VideoMobile and its use, or even react to its environment.

„Artists and art itself need free space to express themselves. The fact, how enthusiastically and creatively the artist dealt with this virtual space, shows how multifarious and variegated this new communications medium is” says 3Austria CEO Berthold Thoma.

So far, a total of 40 artists and teams of artists have created some 140 contributions specially for this new medium. Mobility, communication, transience, networking or the practice of mobile telephony are just some of the subjects dealt with by the artworks collected here.

The mobile art space “Virtual Frame” is the first initiative of a new cultural platform, operated by 3 in co-operation with the Kunsthalle Wien, especially Dr. Gerald Matt (director of the Kunsthalle Wien), Lucas Gehrmann (curator Kunsthalle Wien) and with the media art specialists Boris Manner (University of Applied Art Vienna) and Sabine Dreher/Christian Muhr (Liquid Frontiers).

The artworks and background information about the works and the artists are available to 3Customers on their VideoMobile in the 3Zone under the category “Art and Culture/Virtual Frame” – always and everywhere\*.

From the 25<sup>th</sup> February to the 7<sup>th</sup> of March one can see and experience these artworks in the Kunsthalle WIEN, project space Karlsplatz, Treitlstrasse 2, 1040 Vienna, daily from 13:00 to 19:00h.

More information: [www.drei.at](http://www.drei.at) or [www.KUNSTHALLEwien.at](http://www.KUNSTHALLEwien.at)

\*) 3Services are available in areas with 3Multimedia coverage. In areas with 3Basis coverage the availability depends on the 3Mobile that is used.

**About 3:**

Hutchison 3G Austria is a wholly owned subsidiary of Hutchison Whampoa Limited ("HWL"). Based in Hong Kong, HWL has been granted an UMTS license in November 2000 to operate third generation mobile services in Austria. In May 2003, Hutchison 3G Austria launched the first purely mobile multimedia in the Austrian market under the brand "3" and has already acquired more than 15,000 customers. 3 is a convergence of telecommunication, internet and classic media, providing innovative multimedia products and services for mobile usage (e.g. video call, video clips, etc.) and conventional mobile communication services (e.g. voice calls, SMS, MMS).

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