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## Media Release

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# 3 mobile releases the Cool and Compact LG U8110

3, Australia's only video mobile network, today announced the launch of a new mobile in its expanding range of 3G video mobiles with the arrival of the cool and compact LG U8110.

Featuring all the advanced features expected from 3, the LG U8110 has a bright, colour screen with a built-in digital still and video camera with a two stage zoom and a powerful speakerphone, which makes viewing 3 content, including 3's exclusive Big Brother content, even more enjoyable.

Peter Burr, 3's General Marketing Manager said, "The launch of the LG 8110 with LG, our third handset provider represents the ability to offer customers even more range and choice in their mobile phone. The new LG U8110 is the smallest handset available in 3's range and offers an even higher quality of vision, screen clarity and battery life.

"2004 has been an exciting year for 3. We have built a reputation for giving customers great value and offering exciting content as well as great new handsets such as the hugely popular NEC e616 handset. Our commitment to building 3's extensive service offering has also accelerated with the introduction of Big Brother on 3 and Music on 3.

Our exclusive Big Brother content allows 3 customers exclusive access to up to the minute live footage from the Big Brother House, regular Big Brother alerts, Big Brother Wallpaper and special ringtone downloads, and they can even send video messages to the housemates. Music on 3 enables customers to download and listen to high quality, full-length songs and watch full-length music videos direct on their mobile phone", said Burr.

The new LG U8110 is now in-store and is available on 3's new Bonus Plans, starting with the 33 Plan. This plan offers customers the ability to join 3 and pay \$0 for their handset when they connect to a 3 Bonus Plan for 24 months, with \$33 worth of included Talk, SMS & Voicemail per month. 3's Bonus Plans also come with the choice of 4 great Bonus options.

The LG U8110 is also available on 3's Hot for 3 plan which includes the popular New \$99 Talk Cap allowing customers to make up to \$500 worth of national voice calls a month and pay only \$99 per month (excludes some call types). With Hot for 3 the new LG U8110 costs only \$19 per month over 24 months with a \$50 connection fee; or \$456 up-front with no connection fee.

Weighing in at a slight 126 grams, the new LG8110 small size does not mean a compromise on functionality. The flip phone handset features:

- A large colour screen
- Built-in, digital still and video camera with 2 stage zoom and light which can be used to brighten up photographs taken inside
- Quickplay video streaming to play videos, including the latest movie reviews and music videos via Music on 3
- Access to 3's extensive content channels including exclusive Big Brother video clips, Surfcam, Eat&Drink, Music on 3, News, Sport
- Exclusive access to up to the minute live footage from the Big Brother House
- MP3 player
- The ability to send and receive email, photo and video messages
- Hands-free voice and video calls using a speaker phone (no need for earphones)
- External LCD number display
- 16MB internal memory
- PC synch with Microsoft Outlook via USB/ infrared connectivity
- Battery life - customers can expect to receive 210 minutes voice and 140 minutes video

#### **On 3 customers can experience:**

- Exclusive Big Brother content allowing 3 customers exclusive access to up to the minute live footage from the Big Brother House, regular Big Brother alerts, Big Brother Wallpaper and special ringtone downloads, and they can even send video messages to the housemates.
- News from Sky News and Reuters and video finance clips, including 'Stockquote' and 'Watchfolio'
- Sports news from Fox Sports, AFL, NRL from NRL on Fox, Rugby Union from Inside Rugby, Soccer scores, video reports, fixtures as well as expert commentary of games
- Surfcam, featuring live video streaming of the conditions on some of Australia's most popular surfing beaches from Coastalwatch
- Music on 3 where customers can download and listen to high quality, full-length songs from Sony and Warner Music labels and watch full length music videos direct on their mobile phone
- Horoscopes, Ringtones, Pictures and four day weather forecasts for all mainland state capital cities
- Eat&Drink guide including reviews and ratings for over 2500 restaurants and bars
- What's On city guides for Sydney, Melbourne, Brisbane, Perth and Adelaide to events, including music, theatre and other entertainment
- Comedy including clips produced exclusively for 3 by THE COMEDY CHANNEL, also Fawlty Towers and Petey + Jaydee

*Comprehensive Price List for World of 3 available on 3's website- [www.three.com.au](http://www.three.com.au)*

#### **For further information or to review an LGU8110, please contact:**

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