

3 Hong Kong ushers in a “3D EVolution” by launching the town’s first 3D mobile communications platform and creating an exhilarating experience with revolutionary 3D content on an HTC handset

- **Partners with top handset and content suppliers to launch the town’s first 3D mobile communications platform**
- **The new 3D Zone provides a rich mix of 3D multimedia infotainment**
- **Special subscription offers make the HTC EVO™ 3D smartphone available for \$0**
- **Includes a free Logitech stereo wireless speaker unit (worth nearly \$1,000) to enhance the 3D experience**

Hong Kong, 19 August 2011 — 3 Hong Kong, the mobile telecoms and residential fixed-line division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, Stock Code: 215), today launched the town’s first 3D mobile communications platform in a move that combines a variety of 3D content and the HTC EVO™ 3D smartphone to create a spectacular new on-the-go experience.

To mark the dawning of this “3D EVolution”, the HTC EVO™ 3D handset will be made available for \$0 as part of special subscription offers made even more attractive by hot added benefits such as the exclusive 3Screen Annual Movie Pass, which enables holders to watch 3D films for free or at discounted prices, and a free wireless Logitech stereo speaker unit worth nearly \$1,000.

Rolling out a 3D mobile communications platform to stimulate mobile data growth

3 Hong Kong, the largest mobile operator in Hong Kong, has been introducing the latest telecom products and services, offering the customer the convenience and enjoyment of the most advanced telecoms services.

Ms Amy Lung, HTHKH’s Chief Operating Officer (Mobile) said: “Our smartphone promotion strategy has prompted tremendous response from customers in recent years, increasing our subscriber base to 3.35 million. Capitalising on the upward smartphone and data-centric trend, we have launched ebooks, music, social networking services and more.

“We have also joined hands with world-renowned companies to research and launch new products and services to steer development of the mobile telecoms industry in this region. For example, the Conexus Mobile Alliance - of which Hutchison Telecom Hong Kong is a member - signed a strategic MoU with HTC earlier this year to equip the alliance’s total customer base of more than 310 million with state-of-the-art smartphones as they are developed.”

Ms Lung explained that the burgeoning 3D movie trend has brought the spotlight to bear on 3D TVs and handsets, and added that a research institute forecasts sales of 3D handsets in Japan to reach 3.2 million this year, representing a fourteenfold* increase since 2010. Meanwhile, a US industry report indicates that 3D mobile devices are gaining popularity, thanks to increased availability of 3D mobile content and applications. In fact, global annual shipments are forecast to surpass 148 million units in 2015^.

"We believe 3D mobile content represents another emerging growth trend, which is why we have introduced the 3D Zone, where 3D content providers are most welcome to showcase their productions. Then together, we can take end-users into a new era of mobile communications and spearhead the development of even more exciting data services," she added.

Mr Jack Tong, President of North Asia, HTC, said: "HTC is committed to a close strategic partnership with 3 Hong Kong in appreciation of its powerful market influence in Hong Kong. With such a partnership, we aim to further invest in this promising market by working closely with 3 Hong Kong in terms of our new flagship HTC EVO™ 3D, as well as the recently-launched HTC Desire S, Wildfire S and Salsa.

"Furthermore, with the Conexus Mobile Alliance co-operation agreement, the market will soon see more strategic alignment with 3 Hong Kong's rich multimedia services in order to offer our customers a truly compelling and market-leading mobile experience."

First 3D Zone provides rich mix of 3D multimedia content

A 3D Zone has been created at 3 Hong Kong's Planet 3 portal to carry a wide range of 3D multimedia content that can be enjoyed on the HTC EVO™ 3D smartphone's qHD 4.3-inch touchscreen display, which provides a thrilling and realistic 3D experience without 3D glasses.

The 3D Zone comprises the upcoming *3D eBook*, *3D Shot'nPrint*, which provides an online 3D photo service for prints as large as 8R; plus *3D Fashion Channel* and *3D Korean Channel* to take international fashions and Korean music into the 3D world. In addition, *3D Event* makes exciting 3 Hong Kong activities known to users, while *3D Celebrity* delivers the town's hottest showbiz and celebrity news. In addition, *3D Movie Trailers* serves up sneak previews of 3D film releases with super sound effects. Much more 3D content is on the way, so stay tuned to 3 Hong Kong!

HTC EVO™ 3D handset made available for unbeatable \$0 as part of subscription offers

Soon to be launched by 3 Hong Kong, the HTC EVO™ 3D handset runs on the Android™ 2.3 operating system and comes complete with a 1.2GHz Qualcomm® Snapdragon™ dual-core processor for smooth content delivery. The smartphone is also equipped with dual 5-megapixel cameras (f/2.2 aperture) for taking 3D photos and video clips, while the 4.3-inch qHD touchscreen display enables users to enjoy brilliant stereoscopic 3D photos and videos - once again, without 3D glasses. The HTC EVO™ 3D's DLNA capability facilitates fast-and-easy wireless sharing of stored music, pictures and user-made HD video clips with other DLNA-certified® devices such as HDTVs, monitors, digital cameras, printers and other gadgets. What's more, connecting the handset to a 3D TV via an HDMI cable allows users to experience 3D content.

3 Hong Kong will provide the HTC EVO™ 3D handset for \$0¹ as part of the "Smart Unlimited" subscription offers that include a monthly fee starting at just \$148 for 2,000 airtime minutes, 200MB of local data and unlimited Wi-Fi usage. Subscribers will also enjoy unlimited local data usage for the first six months and be entitled to join the Handset Replacement Plan² for 12 months. Customers trading-in an HTC handset for the HTC EVO™ 3D will be entitled to an additional \$300 bonus.

Exclusive 3D Combo for subscribers

Subscribers choosing the HTC EVO™ 3D are entitled to the exclusive 3D Combo, comprising a 3Screen Annual Movie Pass enabling holders to watch films for free, or at discounted prices, at Golden Harvest cinemas every Wednesday, plus a free Logitech stereo wireless speaker unit³ worth nearly \$1,000.

For more information on 3 Hong Kong's 3D Zone, or sales details of the HTC EVO™ 3D, please call 3 Hong Kong's sales hotline on 3166 2222, visit any 3Shop or go to www.three.com.hk.

For more product information on the HTC EVO™ 3D, please see www.htc.com or call HTC's customer service hotline on 3520 1234.

- 1. A 40-month contract is required. Pre-payment for subscribers choosing to settle the monthly fee by means of autopay is \$3,380. Pre-payment for subscribers settling the monthly fee by other means is \$4,380.*
- 2. Customers must subscribe to designated tariff plans. An extra three-month contract is required.*
- 3. An extra three-month contract is required. Speakers are available while stocks last.*

Sources:

**Forecast made by a Japanese research institute Fuji Chimera Research Institute, Inc in June 2011.*

^Announced by the In-Stat US research institute in August 2011.

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