

## **3 and HTC joint hands to pioneer mobile audio-visual service offering an unprecedented experience with Anyplex movies and "3 Concert", sponsored by HTC and KKBOX**

- **Unveiling the latest super multimedia smartphone - the HTC Sensation™ XL with Beats Audio™, available at an unbeatable "\$0" offer**
- **Taking advantage of an enlarged 4.7" display screen of the HTC Sensation™ XL with Beats Audio™ and partnering exclusively with Anyplex to introduce the first digital movie on-demand application offering unlimited viewing of nearly 200 premium movies for just \$49 per month**
- **A new version of KKBOX to support the HTC Sensation™ XL with Beats Audio™**
- **Users of the HTC Sensation™ XL with Beats Audio™ or KKBOX will earn free tickets for an exclusive "3 Concert" jointly sponsored by HTC and KKBOX**
- **The "3 Concert" will be broadcast live exclusively for 3 mobile and residential broadband customers**

Hong Kong, 1 November 2011 - 3 Hong Kong, the mobile telecoms and residential fixed-line division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, Stock Code : 215), announced that the HTC Sensation™ XL with Beats Audio™, a powerful super multimedia smartphone will soon be launched. Taking advantage of the enlarged 4.7" display screen of the handset, 3 Hong Kong has exclusively partnered with Anyplex to offer customers nearly 1,000 local and overseas premium movies under the application of Anyplex App, the first digital movie on-demand on multiple platforms. Customers may also receive free tickets for the "3 Concert" held in December and jointly sponsored by HTC and KKBOX. The concert will take a creative move to broadcast live via smartphones and PCs. Users can now truly maximise their audio-visual experiences with top-class mobile movie and music entertainment in an extraordinary way.

### **Joint effort with renowned handset manufacturer to offer mobile entertainment services**

3 Hong Kong is the largest 3G mobile operator in the territory. Over the years, the company has worked closely with various leading handset manufacturers and content providers to deliver superior mobile entertainment services.

Ms Amy Lung, Chief Operating Officer (Mobile) of HTHKH said: "According to a recent market survey\*, Hong Kong ranks the third in the world in terms of smartphone penetration, with 35% of the mobile phone users owning smartphones. Over half of them make use of smartphones for listening to music, while more than 25% enjoy watching movies on their devices."

Ms Lung continued: "This indicates that smartphones are gradually becoming an everyday item for Hong Kong people and the demand for superior quality audio-visual features is gaining strong momentum. We have taken heed of the demand for high-end smartphone devices, superior quality audio and visual features

as well as more diversified multimedia applications. In response to these needs, 3 Hong Kong is proud to embark on a pioneer collaboration combining the strengths of HTC's latest smartphone initiative and Anyplex App, Hong Kong's only multimedia application of digital movie on-demand on multiple platforms, together with KKBOX, a library of the world's most comprehensive Chinese music tracks and videos, bringing home cinema and close-to-live music entertainment into an innovative mobile platform."

"To provide multimedia entertainment services on multiple platforms has long been one of the important aspects we strive for as we head into an era that we can offer bundles of convenient applications, enabling our customers the best mobile services," Ms Lung added.

Mr Tony Li, Vice President, Marketing of North Asia, HTC, said: "Following the recent successful partnership with 3 Hong Kong to launch the HTC EVO 3D, we are very pleased to collaborate with 3 Hong Kong again to deliver our new flagship HTC Sensation™ XL with Beats Audio™. As a super multimedia smartphone, the HTC Sensation™ XL with Beats Audio™ sets a new standard in mobile audio. With the Beats Audio experience and a stunning 4.7" screen, the HTC Sensation™ XL with Beats Audio™ takes full advantage of 3 Hong Kong's powerful and rich mobile entertainment services and raises the bar in this device category. We are certain that the strong continuing partnership between HTC and 3 Hong Kong continue to deliver truly compelling and market-leading mobile multimedia experience to our customers."

### **The HTC Sensation™ XL with Beats Audio™ boasts incredible mobile audio-visual features**

Combined the strengths of Android 2.3.5 and HTC Sense with a CPU processing speed of 1.5GHz, the HTC Sensation™ XL with Beats Audio™ is capable of delivering the best possible audio and outstanding visuals. With an amazing integration of 4.7" screen, 9.9mm slim design, urBeats™ headphones and Beats Audio™, the latest smartphone just takes mobile entertainment to a new level, no matter you are listening to music, watching a movie or playing a game. Its superior internal storage of 16GB allows users to file simply more favourable multimedia content.

The HTC Sensation™ XL with Beats Audio™ boasts an 8MP camera, featured a 28mm, F2.2 wide angle lens with BSI sensor to fit more of the scene into every shot and for better low-light performance and the panorama mode, lets users stitch several photos for those larger than life views. The smartphone also supports HSPA data download speed up to 14.4 Mbps and upload speed up to 5.76 Mbps, backed by the built-in Wi-Fi, allowing users to enjoy internet access whenever they like.

### **An exclusive Anyplex App - the first digital movie on-demand on multiple platforms - is offered at \$49 a month for unlimited choice of nearly 200 movies**

Taking advantage of the amazingly enlarged display screen of the HTC Sensation™ XL with Beats Audio™, 3 Hong Kong and Anyplex have jointly introduced an exclusive application featuring digital movies on-demand on multiple platforms. Anyplex App has a library of nearly 1,000 local and overseas movies in high-resolution quality. Supported by its 4.7" display screen and built-in Wi-Fi, the smartphone allows users to access movies anywhere, anytime with stunning audio-visual features with just a few easy touches.

Now 3 Hong Kong customers are able to enjoy Anyplex movies for a monthly fee of just \$49. With a single user account, customers have unlimited choice from nearly 200 local and overseas movies in its Hollywood movie channel on multiple devices including smartphones, tablets and network TV. In the first year of subscription, customers can choose two new-released movies each month for free. During the promotional period, 3 Hong Kong customers can also enjoy a two-month free trial.

Mr Ringo Lam, CEO of Anyplex told: "I am glad Anyplex is now available to smartphone and tablet users, enabling 3 Hong Kong customers to solely enjoy their favourite movies in a completely innovative manner. We will continue to power Anyplex App to other smartphone devices and tablet platforms so that more members are able to experience ever flexible and enjoyable movie-watching fun."

### **Combination of KKBOX's huge music library and the HTC Sensation™ XL with Beats Audio™ delivers a superior mobile audio experience**

The built-in urBeats™ headphone is another standout feature of the HTC Sensation™ XL with Beats Audio™. Its exclusive Beats Audio™ stereo sound system just boasts the best possible audio on the phone, perfectly matched with our KKBOX service, a stock of more than a million hit pop songs and music videos. Additionally, the PC version of KKBOX will introduce a new feature myBOX to make music sharing accessible on social networks. Users are able to share the music their friends or their idols are enjoying. With a monthly plan of just \$49, customers can now enjoy KKBOX service on multiple devices.

Mr Alex Wong, General Manager (Hong Kong) of KKBOX indicated: "KKBOX currently has a user-base of over eight million around the world. Since the launch of KKBOX with 3 Hong Kong at the end of 2009, the service has become the most popular multimedia music application in Hong Kong today. This encouraging result demonstrates the perfect partnership between 3 Hong Kong and KKBOX. In a continuing effort to upgrade our services, a new version of KKBOX will be introduced later to support HTC's Beats Audio™, providing customers with an enhanced user interface with more convenience and incredible audio experiences when enjoying the music."

### **"3 Concert" sponsored by HTC and KKBOX with exclusive live broadcast**

To sincerely thank 3 Hong Kong customers for their support of HTC and KKBOX, 3 Hong Kong customers may be invited to the "3 Concert" held at the Kowloonbay International Trade & Exhibition Centre on 11 December 2011, jointly sponsored by HTC and KKBOX. Popular artistes from Taiwan, Singapore and Hong Kong including Yoga Lin, Crowd Lu, Hanjin Tan, Ellen Lo, C AllStar, etc. will be invited to perform. Concert tickets will be reserved exclusively for 3 Hong Kong customers with the purchase of the HTC Sensation™ XL with Beats Audio™ smartphone and subscription of KKBOX service. On the concert night, 3 mobile and residential broadband customers are able to enjoy a live broadcast via their smartphones or PCs for wonderful concert performances.

### **HTC Sensation™ XL with Beats Audio™ to be launched shortly in an unbeatable "\$0" handset offer**

3 Hong Kong will make unbeatable offers to support the handset launch. Customers who subscribe to the \$298 "Smart Unlimited" monthly plan will be able to purchase the HTC Sensation™ XL with Beats Audio™ for

\$0. Apart from 2,500 basic airtime minutes, 800MB of local wireless data and unlimited Wi-Fi, customers can also receive unlimited local data in the first six months and a 12-month Handset Replacement Plan as part of the total after-sales service. In addition, customers will also receive two "3 Concert" tickets for free. Tickets are offered on a first-come, first-served basis and only available while stocks last. For the first 30 new customers who join the \$398 or above monthly plan upon purchasing the HTC Sensation™ XL with Beats Audio™, will have an amazing opportunity to meet the artistes face-to-face right before the "3 Concert".

For further sales details on Anyplex App and the HTC Sensation™ XL with Beats Audio™, please call the 3 Hong Kong sales hotline on 3166 2222, visit any 3Shop or go to [www.three.com.hk](http://www.three.com.hk).

For more product information on the HTC Sensation™ XL with Beats Audio™, please see [www.htc.com](http://www.htc.com) or call HTC's customer service hotline on 3520 1234.

- 1. A 24-month contract with a pre-payment of \$3,980 plus the monthly MTR, tunnels and mobile services licence fee of \$12 and a subscription to designated Value-Added Services during the promotional period are required.*
- 2. Customers must subscribe to designated monthly plans and an extra three-month contract is required.*
- 3. \* Source : A survey released by Google in August 2011.*

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