



For immediate release

## **3Home Broadband and Letv launch Hong Kong's first bundling of 4K home broadband and entertainment content**

*Partnership represents a breakthrough for  
The local TV scene in the ultra-HD era*

- Collaboration with one of mainland China's largest Internet TV content providers provides compelling bundled offer comprising a smart device, 4K entertainment content and home broadband service
- Letv smart TVs offer double the functionality at half the price
- Pre-order 3Home Broadband's 4K home broadband service from 14 August to enjoy smooth streaming of Letv 4K entertainment content

**Hong Kong, 13 August 2014** - Hutchison Global Communications Limited (HGC), the fixed-line division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215) today announced collaboration between 3Home Broadband and Letv, one of mainland China's largest Internet TV content providers, to launch Hong Kong's first bundled offer comprising 4K home broadband service and entertainment content.

3Home Broadband customers will be first in town to enjoy a fresh user experience at an amazingly low price, thanks to a combination of Letv super smart TV S40 Air and X50 Air models, films and TV programming in ultra HD and high-speed home broadband service.

### **Letv Smart TVs offer double the functionality at half the price**

3Home Broadband is offering the Letv 40-inch HD TV S40 Air model and Letv 50-inch 4K TV X50 Air models. The X50 air is widely acclaimed for offering double the functionality at half the price. The modern TV design offers a highly-favourable price-to-performance ratio. This impressive smart gear includes an InnoLux 4K display and 5.9mm ultra-thin frame, while a

quad-core CPU and GPU, plus H.265 hardware decoding support, make the X50 air ideal for streaming 4K entertainment content. Customers will enjoy an endless flow of exciting Letv-sourced content - such as films, TV series and online games - on a super smart TV.

#### **Smooth, steady streaming of Letv 4K content via a fibre-optic network**

4K clarity is four times sharper than full HD quality, thereby requiring greater bandwidth for data transmission - but this poses no problem for HGC's extensive fibre-optic network and abundance of bandwidth. 3Home Broadband is capable of identifying and prioritising Letv's 4K UHD content during transmission.

What's more, the fact that this 4K content will be stored in HGC's world-class data centres means latency - or delay in transmission - will be minimal, ensuring a superb 4K TV picture.

HTHKH's Chief Operating Officer, Jennifer Tan, said: "We are delighted to be the first telecoms operator in Hong Kong to launch a bundling of smart device, 4K content and broadband service via collaboration with an over-the-top (OTT) player. Over recent years, HGC has been committed to providing a succession of comprehensive solutions and valued-added services on top of its traditional network offerings. Our extensive fibre-optic network and advanced data centres position us well to help OTT players grow their services. We believe our partnership with Letv amounts to a breakthrough for the local TV scene that will facilitate rapid development of high-quality 4K entertainment content."

She added: "HTHKH is extremely well positioned to explore all manner of opportunities arising from various synergies because it runs international and local fixed-line businesses, as well as a mobile operation. In this particular case, we look forward to working even more closely with Letv, as it expands into overseas markets."

Mr Tin Mok, Letv's CEO of International Business, said: "We are very pleased to partner with HGC as our first step to entering the Hong Kong market. The vertical integration of platform, content, end devices and application is key to Letv's ecology. We are strongly committed to developing Letv as the world's largest online video entertainment platform. Letv holds Asia's largest database of copyrighted films and videos, offering global 4K and 1080p Full HD content that includes sports, variety shows, music and other entertainment. We are now partnering with 3Home Broadband to launch an offer that bundles 4K broadband entertainment and our smart TV plus rich content to provide customers with a completely new ultra-HD entertainment experience."

#### **Pre-order 4K residential broadband service from 14 August for a monthly fee starting at \$309**

Customers interested in using 4K residential broadband service and experiencing ultra fast one-stop 4K home entertainment can preorder the service at [www.threebb.com.hk](http://www.threebb.com.hk) from 14 August. The monthly plan starts at \$309. For details, please visit 3Home Broadband's

website at [www.threebb.com.hk](http://www.threebb.com.hk), or Facebook fanpage at [www.facebook.com/threebbhk](http://www.facebook.com/threebbhk), or call our sales hotline on 3166 2222.

Letsv will offer 100 sets of a limited trial version of the 4K super smart TV X50 Air model at Letsv Hong Kong's online store at a superlow price. Customers registering to buy a TV at the Letsv Hong Kong online store (<http://hk.shop.letsv.com/>) from 10am on 15 August to 10am on 19 August will be given priority to make a product purchase at noon on 19 August. For more details on terms and conditions of the product purchase, please visit Letsv Hong Kong's Facebook fanpage at <http://facebook.com/Letsv.hk>. For more details on Letsv products, please visit Letsv Hong Kong's online store at <http://hk.shop.letsv.com>.

- ends -

#### **About Hutchison Global Communications Limited**

Hutchison Global Communications Limited (HGC) owns one of the largest fibre-to-the-building telecommunications networks in Hong Kong. Since establishment in 1995, it has been fully committed to building its own optical-fibre network infrastructure and introducing advanced facilities. Coupled with its four cross-border routes integrated with all three of mainland China's tier-one telecommunications operators and world-class international network, HGC provides a comprehensive range of fixed-line telecommunications services locally and overseas. HGC is a subsidiary of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, Stock Code: 215). HTHKH is a leading integrated telecommunications service operator, offering mobile and fixed-line services to local and international customers.

For more information on HGC, please visit [www.hgc.com.hk](http://www.hgc.com.hk).  
For more information on HTHKH, please visit [www.hthkh.com](http://www.hthkh.com).

**For more information on Letsv, please visit [www.letsv.com](http://www.letsv.com).**

For media enquiries, please contact:

#### **3Home Broadband**

Jan Chan/Sandy Wong

Work: 2128 3162/2128 5313

Email: [jan.chan@hthk.com](mailto:jan.chan@hthk.com) or  
[sandy.wong@hthk.com](mailto:sandy.wong@hthk.com)

#### **Letsv (Maga Shine Marketing Ltd)**

Coco Chan

Work: 5322 3177

Email: [pr@magashine.com.hk](mailto:pr@magashine.com.hk)