



## The Most Powerful and Advanced Smartphones – iPhone 11 Pro and iPhone 11 Pro Max – and All New Dual Camera iPhone 11, arrive at 3 Hong Kong on 20 September

### Apple Watch Series 5 also available on the same day

**Hong Kong, 19 September 2019** - 3 Hong Kong today announced it will offer the latest products from Apple, including iPhone 11 Pro and iPhone 11 Pro Max, a new pro line for iPhone, as well as the new dual-camera iPhone 11. 3 Hong Kong will also offer Apple Watch Series 5 with Always-On Retina display and the new seventh-generation iPad. The new iPhone and Apple Watch Series 5 will be available in 3Shops starting on Friday, 20 September, and the new iPad will be available later on. For complete pricing details, please visit [iphone.three.com.hk](http://iphone.three.com.hk).

iPhone 11 Pro and iPhone 11 Pro Max feature a new triple-camera system that provides a pro-level camera experience with an Ultra Wide, Wide and Telephoto camera, delivering huge improvements to low-light photography with Night mode and the highest quality video in a smartphone<sup>1</sup>. The powerful Apple-designed A13 Bionic chip provides unparalleled performance for every task while enabling an unprecedented leap in battery life, with iPhone 11 Pro offering up to four more hours of battery life in a day than iPhone Xs, and iPhone 11 Pro Max offering up to five hours more than iPhone Xs Max. The new Super Retina XDR in the 5.8-inch iPhone 11 Pro and 6.5-inch iPhone 11 Pro Max is the brightest and most advanced display ever in an iPhone. iPhone 11 Pro and iPhone 11 Pro Max come in four gorgeous finishes including a beautiful new midnight green.

iPhone 11 is packed with new powerful and innovative capabilities seamlessly integrated with iOS 13, bringing an unparalleled user experience. iPhone 11 introduces a powerful dual-camera system with all-new Ultra Wide and Wide angle cameras, producing the highest quality video in a smartphone<sup>1</sup>, offering major improvements in low-light photography with Night mode, and Portrait mode of people, pets, things and more. iPhone 11 is powered by the A13 Bionic chip to perform the most demanding tasks, while getting through an entire day on a single charge, and is designed to withstand the elements with improved water resistance and the toughest glass ever in a smartphone. iPhone 11 comes in six new gorgeous colors including purple, green, yellow, black, white and PRODUCT(RED).

Apple Watch Series 5 debuts an Always-On Retina display that never sleeps, so it's easy to see the time and other important information, without raising or tapping the display. New location features, from a built-in compass to current elevation, help users better navigate their day. Apple Watch Series 5 with cellular allows customers to stay connected, make calls and receive texts, while international emergency calling<sup>2</sup> allows customers to call emergency services directly from Apple Watch in over 150 countries, even without iPhone nearby. And with watchOS 6, Apple Watch users are empowered to take charge of their health and fitness with new features like Cycle Tracking, the Noise app and Activity Trends.

The upgraded seventh-generation iPad brings more screen area to the most-popular, most affordable iPad, with a stunning 10.2-inch Retina display, support for the full-sized Smart Keyboard<sup>3</sup> and Apple Pencil<sup>4</sup>, and the latest innovations including the fast A10 Fusion chip, advanced cameras and sensors, ease of use and great all-day battery life<sup>5</sup>. Designed to be ultra-portable and durable, iPad weighs about one pound, and for the first time features an enclosure made from 100 percent recycled aluminum with the same strength, durability and beautiful finish as the aluminum in all Apple

products<sup>6</sup>. The new seventh-generation iPad is designed for iPadOS with powerful new capabilities and intuitive features, and comes in silver, space gray and gold finishes, with ultra-fast wireless performance and support for Gigabit-class LTE connectivity.

### **3 Hong Kong offers discounts on iPhone subscription offers**

3 Hong Kong has tailored a series of iPhone subscription offers with special discounts. Customers can enjoy the powerful experience of the iPhone on 3 Hong Kong's supreme network. Designated service plans also come with a string of privileges to deliver an ultimate iPhone experience to customers.

### **Ten designated 3Shops will open earlier at 8am on iPhone launch day**

To mark the debut of the three new iPhones, ten 3Shops will open earlier at 8am on 20 Sep for new iPhones subscriptions.

For more details on pricing and data plans, please visit [iphone.three.com.hk](http://iphone.three.com.hk). For more details on Apple products, please visit [www.apple.com](http://www.apple.com).

1. According to information provided by Apple.
2. Cellular models only and not available in all areas.
3. Smart Keyboard sold separately.
4. The first-generation Apple Pencil sold separately.
5. Battery life depends on device settings, usage and other factors. Actual results may vary.
6. Recycled material claim applies to the enclosure and is based on auditing done by UL LLC.

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### **About 3 Hong Kong**

3 Hong Kong is a leading mobile communications service provider and the only local operator to own blocks of spectrum across the 900 MHz, 1800 MHz, 2100 MHz, 2300 MHz and 2600 MHz bands. 3 Hong Kong offers cutting-edge data, voice and roaming services under the "3" brand via far-reaching advanced 4G LTE, 3G and 2G networks. 3 Hong Kong also works with renowned partners to offer a wealth of innovative mobile devices and value-added services. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), a group member of CK Hutchison Holdings (stock code: 1).

For more information on 3 Hong Kong, please visit [www.three.com.hk](http://www.three.com.hk).

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

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