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3 Hong Kong's X-Series ushers in a new era of mobile broadband convergence

Unlimited access to hot Internet applications on mobile at irresistible flat monthly rate

18 January 2007, Hong Kong 3 Hong Kong, the leading mobile communications service operated by Hutchison Telecommunications (Hong Kong) Limited (Hutchison Telecom Hong Kong) announced the launch of its revolutionary X-Series services in Hong Kong today. 3 takes pride in making the PC, TV and the Internet available on mobile at broadband speed. It heralds a new era of mobile broadband convergence, a significant step towards realising Hutchison Telecom Hong Kong's vision to bring the ultimate benefits of fixed mobile convergence to customers in Hong Kong. Available exclusively on 3's network, the X-Series enables users to enjoy unlimited access of a host of the most popular mobile broadband Internet applications via their 3 handsets at an attractive flat monthly plan.

Driving mobile and fixed broadband convergence

Hutchison Telecom Hong Kong owns a territory-wide "Turbo 3G" 3.6Mbps High Speed Downlink Packet Access (HSDPA) network and the largest fibre-to-the-building fixed network, positioning the company uniquely to steer the development of fixed mobile convergence in town. 3's advanced mobile network was designed for the ultimate convergence with the Internet, allowing the many IP-based Internet applications to be run on 3's mobile devices smoothly and efficiently.

3 Hong Kong today introduced a string of X-Series benefits together with its global service partners, providing a roll-call of the most well known names in the Internet world MSN, Yahoo, Sling Media, Orb, Novarra, eBay and Skype. X-Series users, for example, will have open access to the Internet TV they will be able to conduct searches through Yahoo, send messages through MSN or Yahoo! Messaging and shop on eBay. Using Sling application, customers will never miss their favourite TV programmes while on the move. With Orb, they can connect to their home PC and view favourite photos, videos and music files easily as the file size is optimised for transmission to mobile. Service users will also be able to make and receive Skype calls with the over 30 million Skype users around the world on 3 Hong Kong's handsets.

Flat monthly plan

Determined to bring X-Series users genuine mobile broadband experience, 3 Hong Kong adopts a flat monthly service plan approach, similar to that in the fixed broadband world. The tariff structure also provides customers with absolute freedom of choice as a number of different plans, from standalone choices to bundled options are available, allowing users to opt for the service plan that best suits their needs.

Commenting on the introduction of this new service, Peter Wong, Chief Executive Officer of Hutchison Telecom Hong Kong, said: "Mobile broadband convergence is not only a logical next step, it is a necessary development in the modern world of fixed mobile communications integration. The X-Series makes this leap, delivering total PC, TV and the Internet connectivity to customers on the move. Our partnerships with both the leaders of the Internet world and the major global handset suppliers, not only enable us to meet this goal, but also allow us to take a groundbreaking role in serving our customers."

The event was supported with the presence of 3 Hong Kong's leading content service and handset partners including MSN, Yahoo, Sling Media, Novarra, eBay, Orb, Skype, LG, Motorola, Nokia and Sony Ericsson.

These leaders of the industry were unanimous in their support of the X-Series, expressing both their commitment to this partnership as well as their excitement in being able to participate in the launch of such a project. In addition, they talked about the benefits of mobile broadband convergence and the freedom it will bring to users. One commented: "Around three billion people around the world currently use a mobile communications device. Connecting these three billion people with mobile broadband capabilities brings huge opportunities for all of us within the industry."

Looking forward, 3 Hong Kong will continue to introduce more X-Series services, enabling customers to enjoy ever richer, more varied and cost-effective mobile broadband services on their mobile phones. Discussing the future, Amy Lung, Commercial Director, Consumer Market of 3 Hong Kong said: "X-Series provides a one stop service concept integrating PC, TV and the Internet through a fair and reasonable charging mechanism. We believe that the X-Series will enable the mass consumers to enjoy the benefits of mobile data, something that may seem to be used more often by premium or business users before. Building on this model, our aim is to collaborate with more renowned brand names to ensure 3 Hong Kong's customers will always enjoy advanced technology at its best."

Special launch offer

Starting from today, customers subscribing to specific X-Series service bundles are entitled to a free trial until the end of March 2007. Those subscribing to HGC broadband service at the same time will enjoy an extended free trial period for three months. For details, please visit 3Shops or call the 3SalesHotline on 3162 8888.