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Press Information

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3: the full internet on all 3Handy Mobile Phones

- Internet on the mobile as comfortable as on the PC at home
- Enhanced viewing and speed for browsing the internet on the mobile

The web is now being optimised on 3Handy mobile phones, allowing users to browse the full web via their mobile phone using MoreWWW. Now, individual web pages are automatically transformed to fit the mobile phone. At only €3 per month, the MoreWWW, add-on package is a cost-efficient and flexible service. A 'day ticket' is available at € 0,99.

Using the mobile phone as a mini PC has become quite common: browsing the web is one of the most popular applications, although the representation of complex pages on the display of a mobile phone sometimes causes problems. At 3, these problems are now in the past, as MoreWWW enables great speed and representation of all web pages on a 3Handy mobile phone.

The internet at the push of a button

With the new service, users can go online on their mobile phone quickly and easily. Standard web pages are optimised for display and discovery on the mobile phone – turning the mobile into a PC. After having installed the application, which is available as a free download from Planet3, MoreWWW can be opened via the phone menu. The costs remain absolutely transparent: MoreWWW can either be used on a daily basis at € 0,99 per day or as an add-on package at € 3 per month. The costs are not based on data traffic or volume.

Best service at 3: popular web links such as eBay or news web sites are pre-installed, and it only takes one click to get to popular email providers like GMX, Gmail or Hotmail.

“We see ourselves as a media company, thus we offer our clients the latest solutions for mobile communications from mobile email and MSN messenger to eBay and Skype, all of which can be accessed from the mobile phone. All these services can be used easily and comfortably on a mobile phone by 3, just like on a PC at the push of a button”, 3CEO Berthold Thoma says.

The new internet service within “Planet 3” has been achieved in co-operation with the internet specialist Novarra. “We provide the highest quality internet on each type of mobile phone. Consumers find the fast and intuitive service MoreWWW to be immediately useful as they go to favourite web destinations like myspace or YouTube. Novarra is convinced that 3’s innovative services like MoreWWW on all 3Handy mobile phones will contribute to the wider adoption of mobile multimedia services”, says Jayanthi Rangarajan, CEO and president, Novarra.

More WWW at a glance:

- Client available as free download from Planet3
- Easy access to the Internet via the phone menu
- Optimal representation of the web sites
- Costs: day ticket at € 0,99 per day or add on package € 3 per month
- No additional costs for data traffic (international roaming costs not included)

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