



Mobile Link Service First Chinese Representative to Win Grand Prize from WSA-Mobile

Hong Kong, 7 December 2010 – After winning the ‘Digital Opportunity Award in the World Information Technology Services Alliance (WITSA) Global ICT Excellence Awards 2010’ this May, Mobile Link Service became the first Chinese representative to win the industry’s most prestigious prize, the ‘2010 World Summit Award-mobile (WSA-mobile): m-Inclusion & Empowerment’ award, after being nominated by the Internet Professional Association. The award reaffirms the contributions Mobile Link Service makes to the lives of the elderly by promoting social integration and independent living.

The Mobile Link Service was jointly launched by the Senior Citizen Home Safety Association (SCHSA) and CSL Limited (CSL) in December 2008. It provides innovative outdoor support and care services to Hong Kong citizens 60 years and older. The service has handled more than 30,000 cases since its introduction, and has helped to send approximately 400 elderly people in critical condition to A&E for emergency treatment.

“The ‘2010 World Summit Award-mobile (WSA-mobile): m-Inclusion & Empowerment’ is the eighth technology award received by the “Mobile Link Service”, said Albert Cheng Jing-han, Founder and Chairman of the Executive Committee of SCHSA. “The association has worked consistently to improve the lives of the elderly through the application of technology, and to bridging the gap between the elderly and the societies in which they live. In the past 14 years, the association invested heavily in R&D in order to create innovative products, from Personal Emergency Link Service and Mobile Link Service to Safety Phone, which cater to the needs of the elderly. The eight awards given for the “Mobile Link Service” are not only recognition of its technological innovation, but also an acknowledgement of its contribution to the elderly and society.”

“We are extremely pleased that Mobile Link service has once again earned global recognition,” said Irene Leung, Executive Vice President, Mass Market of CSL. “The success of the Mobile Link project demonstrates that commercial organizations and social enterprises can join forces to develop innovative and useful services that meet our shared goal to serve the needs of the community. The development of communications services for the elderly requires in-depth understanding of their unique needs and lifestyles. We have to spend every effort to translate advanced technologies into easy-to-understand,

simple-to-use services to meet the needs of the elderly. While CSL excites the younger generation with advances in mobile technology, it will also continue to promote social inclusion with technologies and services for all members of our community.”

The WSA-mobile is organised by the International Centre for New Media (ICNM) in Salzburg, Austria; the award is a global initiative within the framework of, and in cooperation with, the United Nations World Summit on the Information Society (WSIS), in collaboration with UNESCO, UNIDO and the United National Global Alliance for ICT and Development (UN GAID). This year’s award presentation ceremony was held on 6 December 2010 at Abu Dhabi National Exhibitions Company (ADNEC) in Abu Dhabi, the capital of United Arab Emirates.



From the left: Dr. Andrew Lai, Chief Executive Officer of mSolution Consultants Ltd.; Mr. Erwin Steve Huang, SCHSA Executive Committee Vice-Chairman, Technical and Engineering Sub-Committee Convener of SCHSA; Mr. Albert Cheng Jing-han, Founder and Chairman of Executive Committee of SCHSA; Mr. Timothy Ma, Executive Director of SCHSA; Ms. Irene Leung, Executive Vice President, Mass Market of CSL, attended the ‘2010 World Summit Award-mobile’ award presentation ceremony in Abu Dhabi.



The Mobile Link Service provides 24-hour Support, including User Location Identification, Call Redirection,

etc

Recognitions for Mobile Link Service

- ◆ World Summit Award Mobile 2010 – m-Inclusion & Empowerment
- ◆ Grand Prize of the Digital Opportunity Award in the World Information Technology and Services Alliance (WITSA) Global ICT Excellence Awards 2010
- ◆ The Asia Pacific ICT Awards 2009 – e-Inclusions and e-Community Award
- ◆ World Summit Award – National Contest China 2009 – Best e-Inclusion & Participation
- ◆ Hong Kong ICT Awards 2008
 1. Best Ubiquitous Networking Grand Award
 2. Best Ubiquitous Networking (Mobile Enterprise Solution) Gold Award
 3. Best Ubiquitous Networking (Mobile Infotainment Application) Silver Award
 4. Best Lifestyle (Social Life and Community) Silver Award

About Senior Citizen Home Safety Association

Senior Citizen Home Safety Association (SCHSA) was founded by a group of passionate citizens in 1996. It is the only non-profit-making charitable organisation in Hong Kong that offers 24-hour Personal Emergency Link Service (PE Link Service) for elderly citizens and people in need.

By November 2010 -- 14 years since its establishment -- over 4,560,000 million people received the professional, attentive, friendly and comprehensive care through PE Link and Personal Emergency Link Service. And more than 240,000 lives were saved by the association. For more information, please visit www.schsa.org.hk.

About CSL



CSL is Hong Kong's first and leading mobile network operator. It is also the first mobile company in Hong Kong to employ a distinctive market segmentation strategy and it uses leading-edge technologies to provide customer-focused services through segmented brands: 1010, one2free and New World Mobility.

It operates a world-class GSM / WCDMA and unique UMTS 900 network in Hong Kong through which it offers comprehensive post and pre-paid mobile services to both local and international customers. CSL is also the leading roaming operator in Hong Kong to provide unmatched international multi-media connectivity with over 530 mobile operators around the world. In 2010, CSL launched the world's first LTE/DC-HSPA+ network, the next generation of mobile broadband network with significantly increased capacity and speed. For more information, please visit www.hkcsl.com.

CSL is a subsidiary of Telstra Corporation Limited, Australia's leading telecommunications and information services company (www.telstra.com).

About the WSA-mobile

'WSA-mobile' is a global award, which promotes and selects the best mobile content and innovative applications. In this year, there are almost 100 members from the United Nations nominating 420 works to compete awards in eight categories, including: (1) m-Business & Commerce, (2) m-Government & Participation, (3) m-Learning & Education, (4) m-Entertainment & Lifestyle, (5) m-Tourism & Culture, (6) m-Media & News, (7) m-environment & Health and (8) m-Inclusion & Empowerment. Five finalists in each category were selected by 20 UN member states, and become the world top 40 mobile content and applications.

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