



For Immediate Release

1010 pioneers Hong Kong’s first Multi Device Service Plan

Keeping Hong Kongers connected more than ever before

Hong Kong, 17 October 2011 – 1010 is revolutionizing Hong Kong’s ability to stay connected around the clock with the launch of a Multi-Device Service Plan. With the sharp increase of Hong Kongers carrying multiple devices, the brand new Service Plan allows customers to maximize savings and streamline their connections by connecting all their mobile devices under one service plan.

Recognising the increasing trend of Hong Kong consumers using multiple devices to stay connected, including smartphones, tablets and laptops, the Multi Device Service Plan can connect up to five SIMs in one plan and will reward customers who sign up for a 24 month contract with a free 4G LTE modem as well as bonus Asia Miles points as a special offer.

Demand for this innovative service plan is expected to be high with Hong Kong customers now averaging 1.7 mobile devices per person. 1010’s Multi Device Service Plan allows its customers to connect more devices for just one monthly fee. Value-added services include a Blackberry service plan add-on, ideal for corporates and sophisticated users.

“The launch of the new Multi-Device Service Plan highlights 1010’s unparalleled dedication to providing our customers with the best services on offer to keep them connected wherever they are in the world, on whatever device they choose,” says Mark Liversidge, Chief Marketing Officer of CSL Limited. “We understand our members live busy lives and the Multi Device Service Plan is one step we have taken to simplify their lives and complete the unique lifestyle service offered by 1010.”

1010’s commitment to providing a global luxury lifestyle experience means that members enjoy unparalleled benefits, including access to a unique personal concierge service, rewards program and exclusive Asia Miles earning capacity, as well as using the world’s first 4G LTE mobile broadband network along with a worldwide network of over 540 roaming partners and 24/7 global assistance on call.

1010 Multi Device Service Plan

Monthly Fee ¹	\$399	\$499	\$599
Number of SIMs	Five (One primary SIM and four secondary SIMs included)		
Local Mobile Data Usage ²	5GB	15GB	30GB
Data Thereafter Charge	\$99/GB		
Wi-Fi Hotspot Data Usage ⁷	Unlimited		
Basic Voice Minutes	3,000 ²		
Intra-network SMS ⁺	Unlimited ³		
Call Management Package	Call Forward Bundle, Call Waiting, Caller ID Display, Voicemail, Call Conference		

² The Local Mobile Data Usage is shared among all SIMs.

⁺ Only available on Primary SIM. The Secondary SIMs only have data service.



Remarks:

1. You are required to subscribe for a Minimum Contract Period of 12 months for SIM connections, or 24 months for device connections, and settle all Charges with autopay using an eligible Credit Card. Inclusive of \$12/month Mobile Service License and Administration Fee.
2. Basic Voice Minutes stated includes bonus 1,000 minutes available within the Minimum Contract Period only. After the Minimum Contract Period, Basic Voice Minutes will be 2,000 minutes.
3. Unlimited Intra-network SMS is subject to a monthly quota of 10,000 SMS and unused quota cannot be carried forward to the next month.
4. Actual speeds experienced may vary due to internet conditions, server speeds, network conditions, coverage, locations, the computer and device used, hardware, software, usage levels and other factors.
5. Service Plan included usage applies to local use only. For details on roaming and international charges, please click here.
6. A Fair Usage Policy applies to Mobile Services without a usage limitations or with charge cap.
7. Wi-Fi Hotspot is only available in designated locations. You need to logon to the Wi-Fi Hotspot separately from each device to enjoy the service.
8. Only certain mobile devices support the 4G LTE network. Please visit our shop for the latest supporting device list.
9. We reserve the right to terminate or change the above offers and service plans and these terms and conditions without prior notice.

Other [terms and conditions](#) apply.

LTE is a trademark of ETSI.

Usage reference for selecting the right plan

	5GB (per month)	15GB (per month)	30GB (per month)
Checking emails/Browsing internet (Data usage as 5-10MB/HR)	2-4 Hours/Day	6-12 Hours/Day	12-24 Hours/Day
Photo download (Size as 1-4MB)	5-20 Photos/Day	15-60 Photos/Day	30-120 Photos/Day
Music streaming (Quality as 160-320kbps)	0.5-1 Hour/Day	1.5-3 Hours/Day	3-6 Hours/Day
Movie/Video streaming (quality as 256kbps-1Mbps)	10-40 Mins/Day	30-120 Mins/Day	60-240 Mins/Day

Remark: The above data usage is for reference only.

Blackberry Value-Added Service Plan

Monthly Fee*	\$138
Local Mobile Data Usage ⁺	Unlimited

* Subscription for a Minimum Contract Period of 12 months. Monthly fee is applicable per SIM.

+ Only applicable to data usage on BlackBerry Smartphone.

Other [terms and conditions](#) apply.



About 1010

Launched in 1993, 1010 is the highly regarded premium brand of CSL Limited, the leading mobile operator in Hong Kong. Known for its award-winning customer services, 1010 also draws on CSL's network superiority to provide Hong Kong's professionals and discerning customers with a premium mobile lifestyle service. In 2010, CSL became the first operator in the world to launch a 4G LTE D-C* mobile broadband network, and now exclusively offers world-class capacity and speed to 1010 customers, complementing the premium value-added services that set the brand apart.

For more information, please call 1010 at 2988 1010.

* 4G LTE D-C refers to LTE/DC-HSPA+, it meets the standards of LTE laid down in 3GPP Release 8.

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