



*For Immediate Release*

## **one2free launches the first 4G LTE Mobile Broadband for all in Hong Kong**

*Sizzling speed and smooth connectivity - internet at the speed of life in Hong Kong.*

**Hong Kong, 3 August 2011** – one2free is transforming the mobile broadband experience in Hong Kong with the launch of the first 4G LTE dongle, which delivers a faster broadband network experience in Hong Kong.

“Now, everyone in Hong Kong can experience mobile broadband at the speed of *life in Hong Kong*,” said Joseph O’Konek, Chief Executive Officer of CSL Limited. “The launch of our 4G LTE dongle is testament to our commitment to provide communications for everyone, connect everything and it will truly unleash the potential of human networks throughout Hong Kong. When connected to the 4G LTE network, Hong Kongers can enjoy an uninterrupted mobile broadband experience without the frustration caused by buffering or dropped connections that can happen on a 3G network.”

one2free’s world-first 4G LTE/DC-HSPA+ network delivers sizzling speeds and an uninterrupted user experience at the speed of Hong Kong life. For instance, a 10MB file download takes around 25 seconds with 3G, yet less than 5 seconds with one2free 4G LTE; and an 8GB HD movie that downloads within an hour with 4G would take around 5 hours with 3G.

Compatible with Windows and Mac operating systems, the 4G LTE broadband dongle makes an ideal pairing with today’s lightweight and powerful laptops.

In addition to smoother connections, one2free 4G LTE broadband network enables several applications that would be otherwise difficult to do using ordinary mobile broadband networks, such as music downloading, watching HD movies in real-time, and playing multi-player games.

To sweeten the deal, one2free is offering 12 months free 4G LTE mobile broadband<sup>^^</sup> to the first 100 customers who sign up for the two-year Xtreme 1GB (\$187 per month) or 5GB (\$287 per month) Mobile Broadband Service Plan. The special launch offer is available only from one2free Mongkok or Causeway Bay stores from 6pm on Wednesday 3 August.

one2free Causeway Bay:  
G/F – 1/F, Shop 5  
Ying Kong Mansion  
2-6 Yee Woo Street

one2free Mongkok:  
Shop No 8, G/F – 1/F  
Sun Kong House  
2J-Q Sai Yeung Choi Street South



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Photo Caption:



Hong Kongers queuing up outside both one2free stores in Mongkok and Causeway Bay to be the first to experience one2free 4G LTE mobile broadband.



The first one2free 4G LTE mobile broadband subscribers today at the one2free Mongkok and Causeway Bay stores.



one2free staff answering customer's inquiries about the one2free 4G LTE dongle.



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one2free 4G LTE Mobile Broadband Dongle

### **Xtreme Mobile Broadband Service Plan**

Monthly Charge <sup>+</sup>	\$187	\$287	\$387
Local Mobile Data Usage	1GB	5GB	Unlimited*
Thereafter charge	\$99/GB Capped at \$498	\$99/GB Capped at \$498	
Wi-Fi Hotspot Data Usage <sup>^</sup>	Unlimited*		

### **Xcite Mobile Broadband Service Plan**

Monthly Charge <sup>+</sup>	\$87	\$187	\$287
Local Mobile Data Usage	1GB	5GB	Unlimited*
Thereafter charge	\$1/MB Capped at \$398	\$1/MB Capped at \$298	
Wi-Fi Hotspot Data Usage <sup>^</sup>	Unlimited*		



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## **Compared user experience: 4G LTE versus other operators<sup>▲</sup>**

	<b>Music (one album: ~50MB)</b>	<b>Movie (one full HD movie: ~8GB)</b>	<b>Photo (5 megapixel photo)</b>	<b>File download (~10MB)</b>
Xtreme Mobile Broadband Service Plan	20 seconds	56 minutes	0.6 seconds	4 seconds
Xcite Mobile Broadband Service Plan	57 seconds	156 minutes	1.7 seconds	12 seconds
Average speed of other operators	111 seconds	304 minutes	3.3 seconds	22 seconds

## **Usage reference for selecting the right plan<sup>Δ</sup>**

	<b>1GB/month</b>	<b>5GB/month</b>
Check email/browse web	2-3 hours/day	4 hours/day
Play online games	Casual game playing	Multi-player games
Share photos	20 photos/month	30 photos/month
Download music	1-2 CDs/month	2-5 CDs/month
Stream music	4-7 hours/month	7-10 hours/month
Post/share video	1-2 videos/month	3-4 videos/month
Download/watch TV show	-	90 minutes/month
Download/watch movie	-	1-2 movies/month

- ∩ Meets the standards of LTE laid down in 3GPP Release 8.  
 + Mobile Service Licence and Administration Fee of \$12/month applies. Subscription for a Minimum Contract Period of 24 months is required. Settlement of service fee by autopay and prepayment via credit card is required. Prepayment amount will be credited by instalments during the Minimum Contract Period into your one2free account.  
 \* Subject to our Fair Usage Policy.  
 ^ 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.  
 ▲ Above reference is based on average speeds obtained during a drive test conducted in June 2011 covering major highways and roads of HK, Kowloon and New territories. 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.  
 Δ The above monthly usage is for reference only and actual usage may vary depending on the actual file sizes.  
 Only certain mobile devices support the 4G LTE network. Please visit our shop for the latest supporting device list. LTE is a trade mark of ETSI.  
 Other terms and conditions apply.  
 ΔΔ 12-month monthly fee waiver will be rebated into your one2free account every 2 months during the Minimum Contract Period starting from the 2nd month. You acknowledge and agree that the total amount of all Rebates enjoyed by you during these 2 months will be equal to the monthly fee of the Xtreme Mobile Broadband Service Plan subscribed by you. In case of early termination of any Mobile Service during the Minimum Contract Period, all remaining Rebates and monthly fee waiver will be forfeited.



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**About one2free**

one2free was launched in 1996 by CSL. In keeping with its progressive nature, one2free re-positioned itself to enable it to take its exciting products and services to the whole family by providing new customized solutions in April 2008. one2free also provides cost-effective solutions for the Small Office Home Office (SOHO).

one2free Mongkok is located at, Sai Yeung Choi Street South, Mongkok. With 6000 sq. ft. divided into six unique experience zones, it provides customers with a one-stop-shop for all their mobile needs, as well as a window into the future of mobile broadband with 4G LTE.

For more information, please visit [www.one2free.com](http://www.one2free.com).

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