



1010 delivers a world first to provide an unrivalled 4G mobile experience in Hong Kong

[Hong Kong 22 August 2012] – 1010 today announces the first fully commercial and operational dual-band 4G LTE network on 1800MHz and 2600MHz. In addition, 1010 also delivers another world ‘first’ by implementing new 4G LTE dual band software definable radios that enable the simultaneous deployment of LTE in the 1800 and 2600 MHz bands. This world first LTE network advancement ensures Hong Kong’s ‘YES’ generation of entrepreneurs, expatriates, business travellers and digital drivers will continue to have a consistent 4G mobile experience where ever they are in Hong Kong.

Having launched the first 4G LTE mobile network in Hong Kong in November 2010, 1010 has already established a mature and robust 4G experience, based on independent testing, covering 90 per cent of the population. This unique combination and latest deployment, further increases 1010’s network experience leadership in Hong Kong.

The latest network ‘first’ means 1010 is able to implement its Software Defined Radio (SDR) which allows dual band LTE frequencies 1800MHz and 2600MHz in a single radio cell. The result is significant savings of up to the equivalent of five times the space, it aids the future stability of the 1010 network and ensures customers have a consistent experience. With a wide range of 4G devices available, 1010 customers will now have the flexibility to choose the device that matches their needs, with the assurance of a consistent user experience, as the devices will select the strongest frequency based on location. This reinforces 1010’s leadership in delivering stable, broad and consistent 4G & 3G network coverage in Hong Kong.

“We are well into the second generation of our 4G LTE rollout, while other Hong Kong operators are only just beginning their deployment,” said Mark Liversidge, Chief Marketing Officer and spokesperson for 1010. “With a mature, stable network already in place, 1010 is in a uniquely strong position to continue enhancing 4G coverage with this LTE SDR technology. That we’ve been able to implement our 4G LTE solution more quickly and efficiently than any other mobile network is a testament to our customer commitment to deliver the best possible, market leading, 4G mobile network in Hong Kong.”

1010 was first to bring LTE technology to Hong Kong, launching its 4G network in November 2010 and has since delivered a series of technology and device launch firsts, together with unique content, to provide Hong Kong’s ‘YES’ generation with the first complete 4G experience.

1010 launched the world’s first 4G LTE international roaming with SK Telecom, the largest mobile operator in Korea, in June this year, and will continue to lead in the 4G sphere by partnering with more operators in the region this year.

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About 1010

Launched in 1993, 1010 is the 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 individuals 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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