

*Immediate Release*

## **one2free delivers a smoother 4G experience for the Hong Kong consumer**

### **Event Photos:**



William Mar(Left), Director of Consumer Products, Device, and Usability and Joehan Martinus(Right), Director of Mass Marketing of one2free announce one2free’s 4G LTE dual band Software Definable Radios.

**[Hong Kong 22 August 2012]** –one2free customers can now enjoy the smoothest 4G LTE network experience with the first fully commercial and operational dual-band 4G LTE network on 1800MHz and 2600MHz. In addition, one2free also delivers the world’s ‘first’ implementation of new 4G LTE dual band Software Definable Radios (SDR) that enable the simultaneous deployment of LTE in the 1800 and 2600 MHz bands. Customers can access and share content, from music to video and more, with seamless stability across 1800Mhz and 2600Mhz LTE frequencies to ensure they get the most consistent user experience wherever they are in Hong Kong.

Already well ahead of the rest of the market in its LTE rollout, and covering 90 per cent of the population, one2free is able to implement the SDR which allows dual band LTE frequencies 1800MHz and 2600MHz in a single radio cell due to the advancement of its 4G network. With a wide range of 4G-enabled devices available, and more coming to market, the Hong Kong community will have access to the latest content, the flexibility to choose the right device to match their needs, with the assurance of a



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consistent user experience as the devices will select the best frequency based on location. This reinforces one2free's leadership as the most stable, broadest and consistent network coverage in Hong Kong.

"We recognised long ago that the market is changing rapidly in terms of consumer demand for data. With this foresight, we invested early to roll out our 4G LTE offering, and are now enhancing our 1800MHz band, to ensure the most consistent and stable service in Hong Kong. We believe in affordable innovation for everyone and the Software Defined Radio will have real impact on our customers' 4G experience," said Joehan Martinus, Director of Mass Marketing for one2free. "The expansion of 1800MHz LTE will provide the customer with an industry-leading 4G experience, which comes on top of the value added services we offer to give Hong Kongers a leading mobile experience, for the price of 3G."

one2free was the first to bring LTE technology to Hong Kong, launching its network in November 2010. This forward looking investment enabled the brand to build a robust, stable network over the last 18 months, paving the way for the dual-band upgrade. The new technology saves the equivalent of five times the space needed to house individual radio cells resulting in greater efficiencies, significant cost savings, and consistency in network performance.

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#### **About one2free**

one2free is a community brand with a mission to provide the Hong Kong consumer with a better, wider and faster mobile communications experience at exceptional value. one2free believes in making innovation affordable for everyone.

In 2011, one2free continued to raise the bar as the only mobile operator in Hong Kong to have commercially launched the cutting-edge 4G LTE-DC network technology citywide.

Transforming the telecoms retail scene in Hong Kong, consumers can also discover the world of one2free at its new 6,000 square foot flagship store in the heart of Mongkok. An immersive experience designed to bring to life the simplicity and benefits of mobile communications for consumers everywhere – experience entertainment, music and personalised accessories like never before.

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