



*For Immediate Release*

## **one2free puts 4G in the Hands of Hong Kong**

*Providing a total 4G experience with the launch of HTC Velocity and  
the one2free 4G LTE Pocket Wi-Fi*

**Hong Kong, 23 February 2012** — Customers in Hong Kong can now experience the full benefits of 4G across their choice of device from one2free. The latest pop-hits on demand, HD movies you can watch without buffering, live TV and multiplayer online gaming with vivid graphics – are all now available at your fingertips, wherever you are.

Anticipating the need of customers, one2free today introduces two more 4G devices into its overall portfolio for a more complete 4G experience. Customers can now get their hands on the first 4G LTE smartphone, the HTC Velocity 4G, from one2free today. The Velocity 4G opens up an astounding mobile experience to smartphone users, putting the power of the one2free 4G LTE-DC\* network in the palm of your hand. The HTC Velocity 4G is offered with the same service plans provided for 3G devices. This means customers can enjoy 4G for the price of 3G - part of one2free's commitment to value and the brand's customer centric strategy.

The next generation of mobile network, 4G LTE-DC\* technology opens up high definition (HD) mobile entertainment on the go. The HTC Velocity 4G allows seamless transmission of HD content including video and music streaming, the smoothest mobile gaming experience, concurrent high-speed downloads and efficient multitasking.

“As the first 4G smartphone in Hong Kong, the HTC Velocity 4G offers an HD mobile entertainment experience that rivals what you get at home with your TV, games console and fixed-line Internet – and the 4G LTE Pocket Wi-Fi extends the 4G experience to all your mobile devices – turning your 3G device into a 4G internet experience,” says Mark Liversidge, Chief Marketing Officer of CSL Limited, parent company of one2free. “The 4G LTE-DC\* network is a tremendously powerful technology. It delivers a great improvement in data speeds and fluidity of experience. In short, you can do more with your mobile devices than ever before.”

For customers with multiple devices, be it a tablet, a laptop or a 3G phone, they can now bring add the 4G experience with the one2free 4G LTE Pocket Wi-Fi.

4G LTE Pocket Wi-Fi is an easy to use personal hotspot that’s perfect for internet sharing with friends and family, or online gaming, general browsing – Facebook, email, messaging, youtube - powering Internet connections for up to five devices at a time. one2free also offers customers a rich array of upgraded content for download and streaming. Musicholic™ gives you hit music in CD quality direct from one2free. Studio On Demand provide you latest movies and offers up-to-the-minute news, interactive TV game shows and events, and sports including live horse racing coverage and matches from the UEFA Champions League.

**Comparison of usage experience: 4G LTE-DC\* versus other operators#**

	<b>Music (one album: 50MB)</b>	<b>Movie (one full HD movie: 8GB)</b>	<b>Photo (5 megapixel photo)</b>	<b>File download (10MB file)</b>
<b>4G LTE-DC*</b>	20 seconds	56 mins	0.6 sec	4 sec
<b>Average speed of other operators</b>	111 sec	304 mins	3.3 sec	22 sec

#Actual speeds experienced will be considerably less than the peak download speeds and may vary due to internet conditions, server speeds, network conditions, coverage, locations, the computer and device used, hardware, software, usage levels and other factors.\* 4G LTE D-C refers to LTE/DC-HSPA+, it meets the standards of LTE laid down in 3GPP Release 8.

**Event photos:**



**Mr. Joehan Martinus, Mass Marketing Director of CSL Limited, announces the availability of the HTC Velocity 4G and one2free 4G Pocket Wi-Fi from one2free.**



**Mr. Ricky Chong, Product and Service Director of CSL Limited, presents product demos of the HTC Velocity 4G and one2free 4G Pocket Wi-Fi to showcase the total 4G experience.**



**4G Pocket Wi-Fi**



HTC Velocity 4G



## **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.

For more information, please call one2free at 29 722 123 or visit [www.one2free.com.hk](http://www.one2free.com.hk).

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## Appendix

### Service plan for HTC Velocity 4G

Device Connection				
Monthly Fees <sup>Δ</sup>	HK\$157	HK\$217	HK\$267	HK\$419 <sup>Δ</sup>
Basic Voice Minutes	1,600	1,800	2,500	3,900
Intra-network SMS <sup>Δ</sup>	Unlimited			
MMS	-		200	
Local Mobile Data Usage	200 MB	400 MB	800 MB	Unlimited <sup>#</sup>
	Thereafter Charge: \$0.01/KB (capped AT \$298 a month) <sup>#</sup>			
	<sup>#</sup> After you have reached the monthly fair usage level of 5GB, you can continue to use the service without speed throttling or data capping. Your priority to access the network will be lowered and your experience may be affected when the network is busy.			
International SMS	-		10 Messages	
Infotainment <sup>ο</sup>	-		News, Finance, Entertainment Channels, Music Pre-listening <sup>ο</sup> & 360 Mobile TV minutes <sup>ο</sup>	
Call Management Package	Call Forwarding Bundle, Call Waiting, Caller ID Display, Voicemail, Call Conference			
one2free complies with OFTA's Guidelines for the Implementation of Fair Usage Policy for the Provision of Mobile and Fixed Broadband Services and will not at any time cap your data access speed below 128kbps.				
HTC Velocity 4G List Price	HK\$4,998			
HTC Velocity 4G Promo Price	HK\$2,998	HK\$2,298	HK\$1,298	HK\$0

<sup>Δ</sup> Subscription to designated Service Plan and Valued-Added Service for a Minimum Contract Period of 12-24 months is required. Mobile Service Licence and Administration Fee of \$12 per month applies. Settlement of service fee by autopay and prepayment via designated credit card is required. Prepayment amount will be rebated by installments during the Minimum Contract Period to your one2free account.

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.

Terms and conditions apply, for details, please visit our shop or refer to our website.

We reserve the right to terminate or change these Service Plans, offers or terms and conditions at any time without prior notice.

Our 4G LTE network meets the standard of LTE laid down in 3GPP Release 8. Only certain mobile devices support the 4G LTE network. Please visit our shop for the latest supporting device list.

LTE is a trademark of ETSI.



^ Mobile Service Licence and Administration Fee is waived during the Minimum Contract Period.

▲ 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.

◇ Infotainment Package includes News, Finance and Entertainment Channels. Each channel includes unlimited text content. The fair usage level for videos is 500 a month, once you exceed the fair usage level, you will be charged 20KB or \$3 for each additional video. Price Alert, Local stock quote enquiries, Index enquires, 24 hours breaking news, news express and video express are not included.

Ω Only applicable to designated device models.

**Service plans for one2free 4G LTE Pocket Wi-Fi**

<b>Xtreme Mobile Broadband Service Plan</b>			
<b>Monthly Charge<sup>+</sup></b>	\$187	\$287	\$387
<b>Local Mobile Data Usage</b>	1GB	5GB	Unlimited <sup>#</sup>
	Thereafter Charge (Capped at \$498 a month) <sup>#</sup>	\$99/GB	
	<sup>#</sup> After you have reached the monthly fair usage level of 5GB, you can continue to use the service without speed throttling or data capping. Your priority to access the network will be lowered and your experience may be affected when the network is busy.		
<b>Wi-Fi Hotspot Data Usage<sup>Ω</sup></b>	Unlimited		
one2free complies with OFTA's Guidelines for the Implementation of Fair Usage Policy for the Provision of Mobile and Fixed Broadband Services and will not at any time cap your data access speed below 128kbps.			

+ 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.

Ω 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.

The 4G LTE Pocket Wi-Fi allows a connection of up to 5 compatible Wi-Fi enabled devices at any one time. The accumulated usage of all connected devices to the 4G LTE Pocket Wi-Fi will be counted towards the usage of your Service Plan.

Only certain mobile devices support the 4G LTE network. Please visit our shop for the latest supporting device list.

LTE is a trademark of ETSI.

[Terms and conditions](#) apply.



<b>Xcite Mobile Broadband Service Plan<sup>^</sup></b>			
<b>Monthly Charge<sup>+</sup></b>	\$87	\$187	\$287
<b>Local Mobile Data Usage</b>	1GB	5GB	Unlimited <sup>#</sup>
	<b>Thereafter charge</b>		
	\$1/MB (Capped at \$398 a month) <sup>#</sup>	\$1/MB (capped at \$298 a month) <sup>#</sup>	
	<sup>#</sup> After you have reached the monthly fair usage level of 5GB, you can continue to use the service without speed throttling or data capping. Your priority to access the network will be lowered and your experience may be affected when the network is busy.		
<b>Wi-Fi Hotspot Data Usage<sup>Ω</sup></b>	Unlimited		
one2free complies with OFTA's Guidelines for the Implementation of Fair Usage Policy for the Provision of Mobile and Fixed Broadband Services and will not at any time cap your data access speed below 128kbps.			

<sup>^</sup> Customers can experience download speeds of 7 Mbps. 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.

<sup>+</sup> 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.

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**Upcoming promotion only at one2free**

From now, one2free offers different promotions to customers to enjoy the total 4G LTE experience!

<b>For HTC Velocity 4G</b>			
<b>Activities/Event</b>	<b>Target audience</b>	<b>Promotion details</b>	<b>Promotion period</b>
HTC Velocity 4G Launch Experience Night	Pre-registered Customers/ Inbase/ Oh! Club member	On-site Offer: \$267 Capped Plan Handset Connection to get NIXON WIRE 8MM IN-EARPHONE (worth \$390) \$419 Capped Plan Handset Connection to get NIXON TROOPER HEADPHONE (worth \$490)	Feb 23 (Mong Kok Megastore)
In-base offer	Existing customers	Upon extending contract for 12 months, customer can enjoy up to 14% discount on HTC Velocity 4G	Feb 23 - Mar 31
Oh! Club	Oh! Three member	Upon any SIM connection, customer can enjoy <b>10%</b> discount on HTC Velocity 4G	Feb 23 - Mar 31
JMP Experience Night	HSBC Credit Card Holders	\$267 Capped Plan Handset Connection or above to get YELL External Battery (worth \$296)	March 22/ 23 (TBC)

For 4G LTE Pocket Wi-Fi			
Activities/ Event	Target audience	Promotion details	Promotion period
4G LTE Mobile truck onsite offer	Customers nearby our mobile truck at designated locations	Xtreme mobile broadband service plan only: Extra 200MB for \$187 & 1GB for \$287 service plan	Feb 25 – Mar 24
Targeted location base offer	Customers at designated locations	Xtreme mobile broadband service plan only: Extra 200MB for \$187 & 1GB for \$287 service plan	Feb 23 – Apr 22
In-base offer	All existing customers	Xtreme mobile broadband service plan: Extra 2GB for \$187 & \$287 service plans	Starting from Feb 23
In base customer & student 4G experience night	Existing customers & university students	Special offer on site: Extra premium for \$287 or above service plan	Mar 8