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## **CSL Debuts Innovative "RingMaster" Service in Hong Kong Enabling Customers to Personalise Mobile Connecting Tones**

CSL today announces the introduction of the "RingMaster" service, the first of its kind in Hong Kong, bringing another innovation to the market. Available on 27 January, the "RingMaster" service will enable both 1O1O and One2Free customers to personalise their connecting tones on their mobile phones.

This brand-new service offers an innovative platform for callers to hear music clips, voice messages and sound effects, or a combination of all three, instead of the traditional connecting tone. CSL customers can select connecting tones from the library of canned tones. These include the voices and songs of canto-pop stars such as Kelly Chan, Hacken Lee and Shawn Yue; and Yundi Li's music or other special sound effects. Customers can amuse incoming callers by selecting the three playing modes: random, sequential and fixed.

Customers can soon pre-record their own connecting tone or select unique connecting tones for individual callers. They can even set timers for the service activation.

### **Innovative service to enhance customer experience**

The "RingMaster" service is a well-proven, highly successful, value-added service in Korea, attracting about four million subscribers after its launch. CSL customers will be the first in Hong Kong to enjoy this innovation. The "RingMaster" service is simple to use, handset independent and is applicable not just to consumers, but corporations, thus enhancing their communication experience.

### **New opportunities for building client relations**

Using the new media of mobile phone connecting tones, and having the ability to customise messages to incoming callers, corporations can deploy the service to convey tailor-made connecting tones to callers, such as commercial jingles or promotional messages, enhancing their corporate identity and building client relations.

Hubert Ng, Chief Executive Officer at CSL, said, "We are glad that CSL's customers are the first in Hong Kong to enjoy the innovative "RingMaster" service. As proven in Korea, "RingMaster" will be a popular service in Hong Kong, especially for CSL customers who are early adopters of innovative value-added services.

We continue to set the pace by enhancing customer experiences with innovations. We expect that the service will acquire 20% penetration rate by the end of this year and become more popular when other operators and service providers follow suit."

Customers can hear the "RingMaster" service's demonstration and subscribe to the service by dialling 91868866; or get more information about "RingMaster" by calling the hotlines or visiting the websites below:

1010 Customers—website: [www.csl1010.com](http://www.csl1010.com) ; CS Hotline: 28881010  
One2Free Customers—website: [www.one2free.com](http://www.one2free.com) ; CS Hotline: 25123123

**"RingMaster" Service Choices**

<b>Category</b>	<b>Choice</b>
<b>Chinese New Year</b>	Festive Kung Hei Fat Choy sound clips
<b>Stars Corner</b>	Familiar voices and songs of canto-pop stars like Kelly Chan, Hacken Lee, Shawn Yue, etc
<b>Music Library</b>	Yundi Li's classical music; Pop song of Kelly Chan, Miriam Yeung and Andy Hui, etc
<b>Special Sound</b>	Special sound effects such as Morse Code, flushing toilet s