



*For Immediate Release*

## **CSL Launches World's First Commercial Grade LTE/DC-HSPA+ Network**

*Driving Hong Kong to lead the world in mobile broadband innovation*

**Hong Kong, 25 November 2010** – CSL Limited (CSL) today announced the launch of the world's first LTE/DC-HSPA+ network, heralding a new era in global mobile communications. LTE (Long Term Evolution) is the next generation of mobile broadband networks and dramatically increases capacity and speed, providing peak downlink speeds of 100 Mbps with low latency. CSL's combined LTE/DC-HSPA+ network delivers unprecedented high-speed data with high accessibility and full coverage across Hong Kong.

At today's launch ceremony, CSL demonstrated how the performance of the LTE/DC-HSPA+ network will 'go beyond' existing mobile technologies, building in partnership with ZTE Corporation, a leading global provider of telecommunications equipment and network solutions. The new LTE/DC-HSPA+ network will take advantage of CSL's leading spectrum position to provide total coverage and world-leading mobile broadband performance throughout Hong Kong. It will provide a totally seamless connectivity that redefines the mobile broadband experience with ultra-fast speed, higher bandwidth capacity and instant access to a world of limitless possibilities, with personalization never seen before in mobile services.

"CSL is proud to be the pioneer of the world's first LTE/DC-HSPA+ network, which will ensure we continue to go beyond expectations, delivering the best coverage and user experience in Hong Kong while meeting the rapidly increasing demand for mobile data driven by the proliferation of smartphone and tablet devices," said Joseph O'Konek, Chief Executive Officer, CSL Limited.

"This revolutionary technology represents a quantum leap into a whole new era of mobile broadband for business and entertainment, putting Hong Kong at the forefront of global telecommunications innovation," he added.

Since the launch of the Next G network in early 2009, data traffic has increased by more than 65 times, and now comprises more than 80 percent of CSL's total network traffic: rapid growth that will continue, with CSL projecting that traffic in Hong Kong will continue to more than double every year.



Tarek Robbiati, Group Managing Director of Telstra International Group and CSLNWM Executive Chairman, said, “LTE is globally acknowledged as the leading next generation technology for mobile broadband communications. Through our strong partnership with ZTE, I am delighted that CSL is delivering the world’s first LTE/DC-HSPA+ network to Hong Kong. We offer our customers not only the technology innovation in the markets that we serve, but more importantly, the enriched user experience in communication and entertainment, setting the benchmark for the industry to follow.”

“We are very proud of the work we have done together with CSL to be here today for the successful launch of the world’s first LTE/DC-HSPA+ network in Hong Kong. As CSL’s strategic partner, ZTE has proudly supported CSL in developing and deploying LTE and HSPA+ wireless technologies. Hong Kong’s unique density and geography have made it one of the world’s most challenging environments in which to deploy a large-scale wireless network. ZTE’s extensive experience and leading R&D capabilities allowed us to provide CSL a solution that delivers exceptional network performance to all its customers,” said Weigui Hou, Chairman of ZTE Corporation.

“Congratulations to both CSL and ZTE on delivering another world first with today’s launch of the LTE/DC-HSPA+ network in Hong Kong, which will serve as an excellent showcase for the industry globally,” said David Thodey, Chief Executive Officer of Telstra Corporation. “Telstra is committed to extending its mobile leadership through strategic network investment, ensuring we continue to meet the explosive growth in customer demand for mobile data capacity and bandwidth. And, with Telstra’s uniquely customer-centric approach, we will continue to grow as a leader that delivers consistently outstanding customer experiences.”

Apart from offering high-speed data with full mobility and high reliability, the LTE/DC-HSPA+ network will further improve the lives of Hong Kong people by taking entertainment and interaction to new levels – anytime, anywhere – with 3DTV, interactive gaming and e-learning applications. Consumers in Hong Kong will no longer just experience mobile communications; they will become truly immersed in a mobile lifestyle.

For corporate and professional services, the LTE/DC-HSPA+ network will enhance business efficiency, productivity and opportunities by offering mobile office, mobile HD video conferencing, mobile real-time monitoring, mobile interactive marketing and advertising, and mobile real-time imaging for tele-healthcare. LTE/DC-HSPA+ network will also unleash the power of cloud computing with ubiquitous high-speed coverage for both business and consumer applications, effectively giving small businesses all the advantages of big-business, while opening up big business to a wealth of growth opportunities never seen before.



O’Konek added, “Over the past three years, CSL has invested hundreds of millions dollars into the development of the LTE/DC-HSPA+ network, reflecting our commitment to make Hong Kong the leading telecom hub in Asia and to extending CSL’s lead in the market. Today’s launch affirms CSL’s position as the leading mobile operator in Hong Kong by demonstrating our ability and commitment to bring the most advanced mobile broadband technologies and applications to Hong Kong that enrich the customer experience.”

With its technological innovation and excellence in implementation of the Next G network, CSL has been awarded the prestigious GTB Innovation Award from Global Telecoms Business in both 2009 and 2010.

CSL launches the LTE/DC-HSPA+ network with corporate services and plans to offer its consumer services commercially in the first quarter of 2011, when devices start entering in the market.

^ Peak network download speed. Actual speeds may vary due to network conditions, hardware, software and other factors.



Photo 1:



David Thodey – Chief Executive Officer, Telstra Corporation

Photo 2:



Tarek Robbiati – Group Managing Director, Telstra International Group

Photo 3:



Joseph O'Konek – Chief Executive Officer, CSL Limited

Photo 4:



(From left to right) Tarek Robbiati, Group Managing Director of Telstra International Group; David Thodey, Chief Executive Officer of Telstra Corporation; Joseph O’Konek, Chief Executive Officer of CSL Limited and Hou Weigui, Chairman of the Board of ZTE Corporation jointly host the launching ceremony.

Photo 5:



(From left to right) Xie Daxiong, Executive Vice President & Chief Technology Officer of ZTE Corporation; Joseph O’Konek, Chief Executive Officer of CSL Limited; Tarek Robbiati, Group Managing Director of Telstra International Group; David Thodey, Chief Executive Officer of Telstra Corporation; Hou Weigui, Chairman of the Board of ZTE Corporation; Christian Daigneault, Chief Technology Officer of CSL Limited; and attend the launch event of the world’s first commercial grade LTE/DC-HSPA+ network in Hong Kong.

Photo 6:



Mobile tele-presence and video conferencing performance is tested across the territory in the “Everyone Communicating” zone, demonstrating the network’s full coverage across Hong Kong.

Photo 7:



Multiplayer network gaming is demonstrated in the “NextG Stadium”, showing how the performance of the LTE/DC-HSPA+ network goes beyond existing mobile technologies.

Photo 8:



In the “Everything Connected” zone, visitors experience the power of cloud computing unleashed by LTE/DC-HSPA+ and its ubiquitous high-speed coverage for both business and consumer applications. Small businesses receive all the advantages of big-business, while opening up big business to a wealth of unprecedented growth opportunities.

**High-resolution photos can be downloaded here:**

[http://www.shout.com.hk\CSL - LTE network Official Launch \(Nov 25\)](http://www.shout.com.hk\CSL - LTE network Official Launch (Nov 25))

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### **About CSL**

CSL is Hong Kong’s first and leading mobile network operator. It is also the first mobile company in Hong Kong to employ a distinctive market segmentation strategy and it uses leading-edge technologies to provide customer-focused services through segmented brands: [1010](#), [one2free](#) and [New World Mobility](#).

It operates a world-class GSM / WCDMA and unique UMTS 900 network in Hong Kong through which it offers comprehensive post and pre-paid mobile services to both local and international customers. CSL is also the leading roaming operator in Hong Kong to provide unmatched international multi-media connectivity with over 520 mobile operators around the world. For more information, please visit [www.hkcsl.com](http://www.hkcsl.com).

CSL is a subsidiary of Telstra Corporation Limited, Australia’s leading telecommunications and information services company ([www.telstra.com](http://www.telstra.com)).





### **About Telstra International Group**

Headquartered in Hong Kong, the Telstra International Group manages Telstra Corporation's assets outside Australia and New Zealand. These include CSL - Hong Kong's leading mobile operator, a portfolio China-based new media businesses, the 50% cable joint venture REACH and the Telstra International global networks and managed services business.

### **About ZTE**

ZTE is a leading global provider of telecommunications equipment and network solutions. It has the widest and most complete product range in the world – covering virtually every sector of the wireline, wireless, service and terminals markets. The company delivers innovative, custom-made products and services to over 500 operators in more than 140 countries, helping them to achieve continued revenue growth and to shape the future of the world's communications. ZTE commits around 10% of its annual turnover to research and development and takes a leading role in a wide range of international bodies developing emerging telecoms standards. ZTE leads China's 3G industry with about 30% share of the total 3G equipment market in 2008. A company with sound corporate social responsibility (CSR) initiatives, ZTE is a member of the UN Global Compact that strictly adheres to the Ten Principles of the Global Compact in developing and carrying out CSR programs. ZTE is China's only listed telecoms manufacturer, with shares publicly traded on both the Hong Kong and Shenzhen Stock Exchanges (H share stock code: 0763.HK / A share stock code: 000063.SZ). For more information, please visit [www.zte.com.cn](http://www.zte.com.cn).

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