

ITAHK NEW PRODUCTS & SERVICES BULLETIN

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New World Mobility Partners with Hong Kong Cable To Launch TrafficWatcher

By New World PCS Limited



Through WAP handsets, customers can view real-time traffic condition at their fingertips

New World Mobility (NWM) today announces the partnership with Hong Kong Cable Television to launch the pioneering **TrafficWatcher**, the first video-streaming service in town that provides mobile phone users with live broadcast of real-time traffic information. With this unique service, users can obtain comprehensive traffic information including road condition, slow-down alert, and index of car parks and petrol stations via color images, text and voice anytime, anywhere.

In partnership with Hong Kong Cable, New World Mobility's **TrafficWatcher** provides motorists with instant mobile viewing of live cameras at Hong Kong's five major traffic congestion spots via the Enhanced Version of Nokia 3650. The five congestion spots include 'Lion Rock section', 'Tsuen Wan Road Bridge', 'Cross Harbour Tunnel Hong Kong side', 'Kwai Chung Road Container Terminal' and 'Tuen Mun Highway Sham Tseng'. The estimated cost per 15-second video is around \$1.1, calculated on the basis of data usage around 54KB and \$0.02/KB.

Dr. Norman Wai, President & Chief Executive Officer of New World Mobility said, "Subsequent to the successful launch of the HomeCare Mobile Viewing Service last November, we are pleased to partner with Hong Kong Cable to bring our customers another pioneering service – **TrafficWatcher** that provides real-time traffic information over our 2.5G network and facilitates users to make pre-trip planning. This innovative offering proves again our dedication to providing advanced mobile services to our customers and help improve their daily life."

Chief Operating Officer of Hong Kong Cable Enterprises Limited (HKCE), Mr. Samuel Tsang is pleased with the project, "This is the first time HKCE joins hands with mobile service provider in delivering real-time multimedia traffic content. It enables road users to get instant traffic informa-

tion anytime and anywhere. Besides, it can serve as a cornerstone of our development on mobile multimedia contents in the future."

The new service also allows users to obtain other traffic information such as road condition, slow-down alert, index of car parks and petrol stations through images, text and voice messages. With the 'Pre-set Road Condition', customers can pre-set their preferred time to receive images of their designated congestion spots (maximum 3 times daily) through Sight'nSound MMS. Besides, users of **TrafficWatcher** can also obtain information about the nearest car parks and petrol stations, and view or listen to the latest 'must-avoid' spots.

NWM customers can instantly subscribe the service by entering the WAP menu and completing a simple registration procedure. **TrafficWatcher** will be charged on data usage as low as HK\$0.02 per KB, whereas 'Pre-set Road Condition' requires a monthly subscription of HK\$20, including 30 free multimedia messages. For every download of car parks and petrol stations information (text or map), HK\$1 will be levied.

From now on until 30 June 2003, customers who subscribe to the 'Pre-set Road Condition' for one month will receive a \$20 free parking coupon. Limited offer, while stock lasts.



*For more information regarding the details of **TrafficWatcher**, please call our Customer Service Hotline (178 178), visit any New World Mobility shops or visit our website at www.nwmobility.com*

PEOPLES Signs MOU with Ericsson to Adopt EDGE for the Next Generation of Wireless Data Services

By Peoples Telephone Company Limited

PEOPLES has signed a Memorandum of Understanding (MOU) with Ericsson on Enhanced Data Rates for Global Evolution (EDGE) technology. The total investment for EDGE for the year 2003 is estimated to be \$30 million.

PEOPLES will deploy EDGE to enhance the existing GPRS system and further maximize the potential of wireless data services. The Company intends to field trial the new technology by the 3rd quarter of 2003 in those highly densely populated areas and central business districts of the territory, and targets for a commercial rollout by the year-end. The total investment for the year 2003 is estimated to be HK\$30 Million.

An ITU-approved 3G standard, EDGE is an enhanced version of GPRS that boosts existing GSM spectrum capacity and data throughput by three folds to support 3G-type services such as video streaming, web browsing and email with attachment at maximum data rates of 384 kbps and greater capacity. It is now a widely adopted wireless technology in North and South America and is believed to be a simple and cost-effective solution considered by major mobile operators in Europe and Asia-Pacific as a complement to WCDMA.

PEOPLES is always uncompromising in its determination to offer customers technology and services that will improve their mobile experiences. As the first operator in Hong Kong to announce EDGE deployment, PEOPLES is committed to meet customers' data demand in a more efficient and economical way, and hence let them enjoy the most value-for-money mobile services.

Mr. Charles Henshaw, PEOPLES Chief Executive Officer said, "EDGE enhances all current GPRS services and provides 3G-type services that will enrich customers' multimedia experiences and allow them to fully realize the benefits of wireless services at an affordable price and a faster time frame. We believe EDGE technology will further strengthen our competitive 'edges' over others in today's wireless market.

"Ericsson's expertise in EDGE makes a perfect partner to help us implement this technology. With the strong support of Ericsson,

we can guarantee the best network quality and cutting-edge data services to our customers. The cooperation also further consolidates the long-lasting relationship between the two companies," added Mr. Henshaw.

Mr. Stephen Yeung, Managing Director of Ericsson Limited (Hong Kong) said, "We are extremely pleased to further our long-standing and successful relationship with PEOPLES through supplying this EDGE technology. This is yet another example of Ericsson's leadership in technology and commitment to working together with our customers to provide the most advanced mobile Internet services to their customers."

EDGE has generated wide industry support from vendors. A wide range of EDGE-compatible handsets by leading manufacturers are expected to be available commercially by third quarter this year at pricing, size and weight close to that of the present GPRS terminals. According to the Global Mobile Suppliers Association, EDGE will be a standard feature on all new GPRS handsets by 2004.



Photo caption: (From Left to Right) Mr Charles Henshaw, Chief Executive Officer of PEOPLES; Mr Michael Leung, Managing Director of PEOPLES; Mr Stephen Yeung, Managing Director of Ericsson Limited (Hong Kong) and Mr Ulf Ewaldsson, Deputy Managing Director of Ericsson Limited (Hong Kong) at the EDGE MOU signing ceremony

PEOPLES Launches "Funny Voice Mail" Service

By Peoples Telephone Company Limited

Newly launched "Funny Voice Mail" service allows customers to personalize their voice mail box. PEOPLES customers can now replace the standard voice prompt with a wide selection of funny voice greetings.

The service is tailor-made for customers who want to make fun with callers whenever they are out of reach. Besides the function of answering calls and storing voice messages, "Funny Voice Mail" service enables cus-



tomers to express individuality and impress callers with sense of humour.

Requiring no monthly fee, all PEOPLES Customers registered with voice mail service can enjoy the new service by simply dialing #888 via their handsets and following the instructions on the voice menu. The charge for this service is \$15 per download.

Awards go to Hutchison Telecom's superior customer services

By Hutchison Telecommunications (Hong Kong) Limited

Hutchison Telecom was again awarded for its superior customer services and best-performing sales team.

Hutchison Telecom was the only operator to receive four awards in the Asia Pacific Customer Relationship Excellence Awards: Customer Service Centre of the Year (Telecommunications), Corporate Service Team of the Year (Telecommunications), Customer Loyalty Program of the Year (Telecommunications) and CRM Director of the Year.



Photo caption : Hutchison Telecom was the only operator to receive four awards in Asia Pacific Customer Relationship Excellence Awards

The

company's excellent salesmanship has also gained recognition with five outstanding sales staff members receiving the "Distinguished Salesperson Award" from the Hong Kong Management Association, an award the company has received for four consecutive years.



Photo caption: Five outstanding salespersons of Hutchison Telecom won "Distinguished Salesperson Award" in 2003

New World Telecom Offers Free IDD China Rate

By New World Telecommunications Limited

June 2003, Hong Kong - To boost the celebratory mood that the World Health Organization has lifted its SARS travel advisory, New World Telecom (NWT) is offering an earth-shattering free IDD China rate.

From 10 June to 9 August 2003, all existing and new customers of IDD 009, including corporate and personal users, can make outbound IDD calls through their mobile phones in Hong Kong to any mobile phone number in Mainland China between 12:01am and 8:00am, **free of charge**. This rock bottom rate equates to a 100% saving to its customers, enabling them to stay in close contact with relatives, friends and business partners without worrying about their IDD bill.

Thomas Leung, Director, Marketing of NWT, said "We are excited to launch such an incredible promotion programme, bringing genuine benefits to our valued customers. Hong Kong has been devastated by three months of panic over the severe SARS outbreak. Now that the SARS threat is receding, we know that our customers will want to share their joy with their loved ones and that they need to rejuvenate their businesses in Mainland China. To help them achieve this in whatever way we can, we have created this opportunity and unbeatable offer to meet their needs. This is just the first of many new offers we plan to deliver in the months ahead, which demonstrates the value of having NWT as their preferred telecom partner."

To tie-in with this unexceptional low rate, NWT will also roll out a massive advertising campaign to heighten customers' awareness of the huge savings they can make. The new series of IDD 009 advertisements, featuring vivid and humorous elements, will be run on television, in major newspapers and various channels from 9 June.



CSL Celebrates its 20th Anniversary and Opens a New Head Office in Cyberport

By Hong Kong CSL Limited

CSL began a new chapter in its corporate history with a high-profile event on 16th June to mark the Company's 20th anniversary and inaugurate its new, state-of-the-art head office in the Cyberport complex. Under the banner "Simply 20 Years", Permanent Secretary for Commerce, Industry and Technology of HKSAR, Mr. Francis Ho, JP and hundreds of guests joined together to celebrate two decades of success and hear about CSL's plans for the future.

Hubert Ng, Chief Executive Officer of CSL, said, "We are proud to be part of an industry that has grown at a truly astonishing rate over the past 20 years. Thanks to our customers' continuous support, the rate of change can only continue to accelerate, which is why we remain committed to our philosophy of 'Creating a Simple Life' and fulfilling the promise of technology to make our customers' lives simpler and better. Today, we begin a new era in a new place – our new Cyberport office, provides a solid base from which to grow, develop new technologies and better serve our customers. Together, we look forward to a future that is simply better."

Creating a Simple Life

Since the launch of Hong Kong's first mobile network in 1983, CSL has sought to fulfill the promise of technology to make customers' lives simpler and better. Through its two mobile brands, 1010 and One2Free, CSL provides Hong Kong's most comprehensive network coverage, as well as innovative, high-quality services that match customers needs and desires. The Company offers a full range of mobile corporate solutions, m-Commerce, international roaming, mobile network games, graphic and ring-tone downloads, and other value-added services that bring convenience, flexibility and fun to both individual and corporate customers.



Photo caption: (From left to right) Hubert Ng, Chief Executive Office of CSL; Francis Ho, JP, Permanent Secretary for Commerce, Industry and Technology of HKSAR; Dick Simpson, Chairman of CSL and Brian Pilbeam, Managing Director, Asian Business Development of Telstra, celebrate CSL's 20th anniversary by opening the new Cyberport headquarters on 16th June, 2003.

Two Decades of Innovation

A pioneer in Hong Kong's mobile communications market, CSL has gained an international reputation for technological excellence and innovation. The Company was the world's first operator to introduce a High Speed Circuit Switched Data (HSCSD) service in May 2000 and, in November 2000, it launched Hong Kong's first commercial General Packet Radio Service (GPRS). CSL also introduced Asia's first Multimedia Messaging Service (MMS) in March 2002 and, in January 2003, launched RingMaster, an innovative service that enables individual customers to customize their connecting tones.

The New Cyberport Head Office

Located in Cyberport, the symbol of advanced technology in Hong Kong, CSL's new head office provides a strong foundation for the Company's future development. Its state-of-the-art infrastructure enables CSL to offer the highest quality of service to our customers and to prepare for the challenges it faced in the new era. This also encourages the pace of digitalization in Hong Kong.



Photo caption: CSL's Executive Committee and the officiating guests propose a toast to commemorate this very special occasion.

Be first to explore 3

By 3

3 has kicked off its online registration to mark the beginning of a new 3G era in Hong Kong. Apart from being the first to explore the 3 service, 3 registrants now have the privilege of enjoying 333 free local video call minutes over three months if they register with 3 before 23 July 2003.



Photo caption: 3 offers simple and quick online registration for prospective customers.

Interested parties simply register at 3 website (www.three.com.hk) and they can be the first to explore the pioneering 3 service. The registration procedure is quick and simple: prospective customers need only provide their name, mobile number, email address and the name of their existing mobile network operator. All registrants will receive a welcome email within twenty-four hours after registration.

3 has hosted two rounds of lucky draws for prospective customers from May to June 2003, in which six winners were each awarded a pair of 3G devices together with 12-month free service. Register with 3 and you may be the next one to win 3 devices in the next round of 3 activities.

3 also brings another exciting offer to 3 registrants – FREE 333 local video call minutes, 111 minutes each month for 3 consecu-



Photo captions: Come and take a closer look at 3 services.

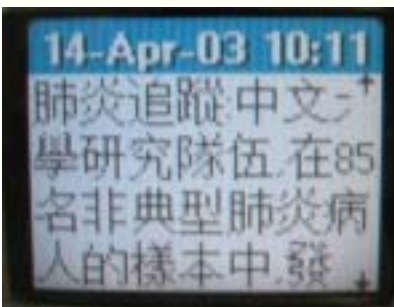
tive months. To enjoy this offer, interested parties only need to register online at 3 website (www.three.com.hk) before 23 July 2003 and subscribe to the 3 service within 14 days upon service launch.

Meanwhile, 3 advertising campaign has commenced and aroused widespread attention on the 3 service. In key commercial districts, giant advertising billboards of 3 greet every passer-by with a simple and refreshing slogan “Be first”. In Central, 3 flagship store attracts pedestrians with an inviting advertising slogan on its construction board: “Take a Closer Look”. When they look through the 3 logo on the board, they can see interesting decorations signifying the special features of 3 services.

Take a close look at 3 website (www.three.com.hk) to get the latest news of the first 3G mobile communications service in town, as well as to enjoy special offers from 3.

PEOPLES Reinforces “Caring” Service Commitment keep Customers Updated with the Latest News on SARS

By Peoples Telephone Company Limited



All Hong Kong citizens are now facing a great challenge in fighting against the life-threatening disease, SARS. At this critical moment, PEOPLES is dedicated to provide its valuable customers with **FREE** SMS up-

dates on the SARS. All PEOPLES customers can get the latest news by simply dialing *100# via their handsets and following the instructions on the menu. With PEOPLES “*100#”, customers can conveniently

access a wide array of amusing mobile phone entertainment and rich information ranging from news, stock prices, Mark Six and horse racing results to leisure and entertainment.

1O1O Centres are named “Service Industry Leader” & “Service Category Leader” in the Hong Kong Retail Management Association’s “Mystery Shoppers Programme” again

By Hong Kong CSL Limited

CSL continues to win awards for exceptional customer service. The latest accolade comes from the Hong Kong Retail Management Association (HKRMA) and its “Mystery Shoppers Programme”. The HKRMA praised the 1O1O Centres in Central and Tsimshatsui for being “Service Industry Leaders” and “Service Category Leaders” in E&E Appliances / Telecommunications for March to May 2003. This is the second time within 10 months that the 1O1O Centres have received the awards. The awards are the result of a tremendous team effort across the entire 1O1O brand to deliver a first-rate experience at every point of customer contact.

1O1O offers one-stop service

The 1O1O Centres are conveniently located in Central and Tsimshatsui. Their creative interior design and innovative product displays make for a unique, branded, retail environment. The 1O1O Centres’ comprehensive services cater to customers’ every need for true one-stop-shop service. Services on offer include handset and accessory sales, service subscriptions and bill payment. All handset maintenance is carried out quickly and efficiently. The 1O1O Centres guarantee to complete general repairs within two hours. Customers can enjoy these and other privileged services seven days a week, 16 hours a day — from 7:00am to 11:00pm daily.

Personalised service in a relaxing environment

Time is precious. That is why there are no queues in the 1O1O Centres. You don’t have the hassle of waiting in line. Service officers proactively approach customers and, with the help of a wireless PDA, note their needs and submit work orders. This gives customers the time to relax. They can recline in elegant lounges, browse magazines and try new handset models. Customers can even preview products not yet on the market on touch-screen monitors.



Encouraging mobile technology usage

The 1O1O Centres are unique. They are the only customer service centres in Hong Kong where service officers actively introduce the latest, value-added, mobile services, including mobile data services, to customers in person. Thus, 1O1O Centre officers are able to help customers with any queries on mobile device settings and enable them to familiarise with advances in mobile communications. CSL launched @1O1O Mobile Multimedia Communications last year which allows users to receive real-time news, up-to-the-minute financial information, lifestyle and entertainment tips.

1O1O Centres Details:

Central 1O1O Centre:

Address: G/F and 4/F, Century Square, 1-13 D’Aguilar Street, Central

Telephone: 2918 1010

Service Hours: 7:00am–11:00pm, every day

Tsimshatsui 1O1O Centre:

Address: G/F and 1/F, Buy-Right Building, 82-84 Canton Road, Tsimshatsui

Telephone: 2910 1010

Service Hours: 7:00am–11:00pm, every day



New World Telecom Backs SME Market Day (A Showcase of Best-in-Class Broadband & Wireless LAN Services)

By New World Telecommunications Limited

New World Telecommunications Limited (NWT) is proud to be the official Broadband & Wireless LAN Services Provider and Promotion Partner of the SME Market Day from 5 to 7 June at Exhibition Hall 1, Hong Kong Convention and Exhibition Centre.

Hosted by the Hong Kong Trade Development Council (TDC), SME Market Day is one of the most exciting, vibrant events in the city's calendar, attracting over 200 exhibitors and 28,500 visitors from different industries every year. It provides a one-stop-shop platform for SMEs to maximize their business opportunities by accessing a wide spectrum of trade services, market information and business consultation service from the TDC, private companies and public organizations.

As the sole telecom service provider of the SME Market Day, NWT is providing exhibitors with 2 Gigabits-per-second capacities through its sophisticated fibre optic network which ensures the highest level of reliability and connectivity performance. With NWT's symmetrical, high-speed broadband services, exhibitors are able to showcase their distinguished products by deploying a full range of bandwidth-intensive multi-media applications such as video conferencing, VoIP communication, FTP file transmission, etc.

In addition to the wired broadband service, NWT will also connect Hall 1 with its pioneering Wireless LAN which will enable all visitors to enjoy free speedy wireless broadband connection. Visitors can surf the Internet by simply using a laptop, pocket PC or PDA with a Wi-Fi/IEEE802.11b compatible wireless network card. No additional software is required.

"We are thrilled to play a part in this prominent event. It enables us to reach out to a huge SMEs audience and showcase our industry-leading broadband capabilities. The delivery of best-in-class wired and wireless broadband services demonstrates not only our commitment to bringing customers the pioneering network solutions, but also our commitment to creating a true partnership with them," said Thomas Leung, Director, Marketing of NWT.

In view of the SARS outbreak, many SMEs' businesses have plummeted to new lows. To give a helping hand to SMEs amidst this time of adversity, NWT has tailored-made a host of benefits to help them ease their financial burden. The following competitive promotional offers will be delivered at its exhibition booth (E2) at Hall 1, HKCEC:

Global Call Forward Service (GCF)

Corporate customers who newly register for this service under their company name and pay for the first six months' service fees will be entitled to **300 FREE Global Call Forward minutes** to receive calls in Mainland China. With NWT's GCF service, SMEs can save 85% of their roaming charges.

International Private Leased Circuit Service (IPLC)

New corporate customers who subscribe to NWT's Hong Kong-PRC 64K – 256K IPLC service will receive a **pair of free Cisco Systems' routers and a pair of free Antek Voice Gateways (worth HK\$30,000)**. In addition, installation charge of the HK-end will be waived. NWT's IPLC service makes video conferencing possible. Enterprises can stay in touch with local and overseas contacts and partners without leaving the office.

Business Broadband service

New corporate customers who subscribe to NWT's Business Broadband service can enjoy an unbeatable offer of **HK\$288 a month for 2Mbps symmetrical always-online connectivity with unlimited usage**. The offer is valid for 12 months upon registration. Installation charge will also be waived.

Fixed Telephone Line Service

New corporate customers who sign up for NWT's fixed telephone line service or existing corporate customers who apply for new telephone lines are entitled to enjoy **three-month rental for free on the month of 1st, 10th & 15th**. Installation charge will also be waived.

"We are deeply sympathetic about the severe impact of SARS outbreak on SMEs' businesses. The launch of the promotional package is part of our ongoing efforts in helping them pull through this challenging time and capitalize on new business opportunities rising from the recovery," Leung added.



New plug – and – play KRONE panel simplifies VoIP installation

By KRONE Communications Limited



KRONE, the leading provider of telecommunications connectivity solutions introduced a new cabling panel that will revolutionize the integration of voice circuits into data network infrastructures

Eliminating traditional wiring and using plug-and-play RJ-45 patch leads, connection between voice switches and premises cabling can be easily made - and reconfigured swiftly.

The unique panel will assist the increasing number of installations that combine Voice over Internet Protocol (VoIP) and signals over a single structured cabling system, doing away with the need for separate Test Jack Frame (TJF) cabinets.

Terry Lee, General Manager of KRONE Hong Kong said, “For primarily historical reasons, the interface between voice switches and the voice wiring infrastructure in buildings has up to now been a TJF cabinet. New installations, particularly those employing VoIP switches, employ RJ-45 connectors for all ‘flexibility’ connections and in these environments the TJF is neither logical nor appropriate. Our new interface panel makes for consistency and convenience, allowing all connections, moves and changes to be made simply by swapping RJ-45 plugs and sockets on a patch panel.”

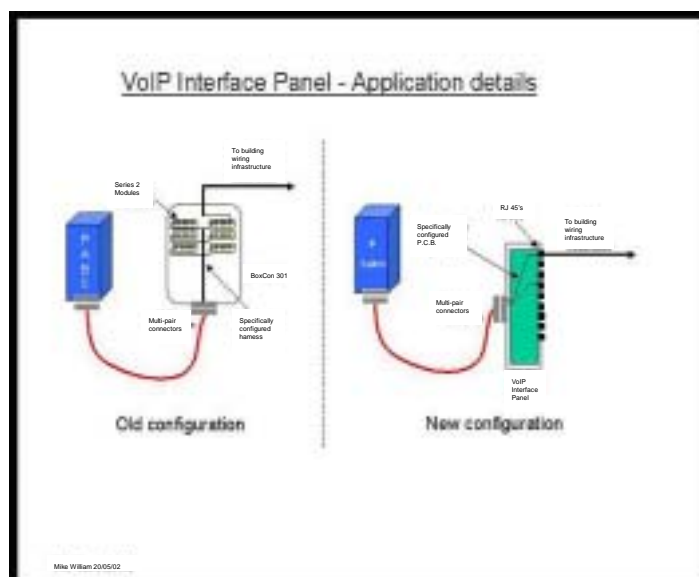
Installation of the patch panel is straightforward. Installing the interface panel is extremely straightforward. The multipair cable from the VoIP switch connects to the panel with a 50-way ‘telco’ connector, with RJ-45 sockets for each individual speech path. Patch cords equipped with RJ-45 plugs at each end make the connection to the premise’s wiring infrastructure.

“The attraction of this product is obvious,” said Leong. “It reflects the current trend in voice platforms and allows manufacturers and systems integrators to deliver fully pre-configured products for instant plug-and-play operation. Connections, moves and changes demand no tooling, no skills and virtually no time, making it a truly rational solution that saves time and money on site,” he concluded.

According to a recent IDC report, both consumers and enterprises across Asia/Pacific are reaping benefits and cost savings from

VoIP services as these services are no more considered as being of poor quality. IDC forecasts that total VoIP services revenue in Asia/Pacific (excluding Japan) will increase to almost US\$14.33 billion in 2006, growing at a compound annual growth rate (CAGR) of 70%.

According to Frost & Sullivan, deregulation has proved to be the biggest enabler for the proliferation of the service, making Asia-Pacific one of the fastest growing markets in the world for IP telephony services.



SmarTone launches SmarTone BIZ enabling businessmen to stay ahead of the game & LiveCams service to allow customers view snapshots of important people/ things

By SmarTone Telecommunications Holdings Ltd.

Appreciating the needs of busy business professionals and frequently-travelled executives to enhance their competitiveness in a fast-moving business world as well as leading exciting personal lives, SmarTone Mobile Communications Limited has recently launched SmarTone BIZ, a suite of mobile business tools, to address these customers' needs.



The main features of SmarTone BIZ include email on the go™, Latest News, Real-time Financial Quotes, Office Intranet, Applications MarketPlace and Travellers' Help. Another powerful features of SmarTone BIZ are LiveCams and Live VideoCams services. Not only can customers login to the live traffic cameras strategically-located at traffic black spots and plan their journey ahead, but they can also set up the Internet cameras by themselves through just **4 simple steps** to view snapshots of what is important to them, like their home or office. Furthermore, with the Live VideoCams service, customers can view live video transmissions from their own VideoCams.



"SmarTone BIZ provides useful, relevant and easy-to-use services to people on the move with up-to-the-minute information for business and leisure decision, bringing them great out-of-the-box experience and helping our customers always stay ahead of the game," said Mr. Douglas Li, Chief Executive Officer of SmarTone.

The SmarTone BIZ mobile devices include Sony Ericsson P800, Nokia 7650, Nokia 3650 and xda. Sony Ericsson P800 is the recommended device because it is powerful and more flexible, allowing better customer experience and easier adoption of new services in the future. To en-

courage discovery of SmarTone BIZ by customers with the SmarTone BIZ use of Sony Ericsson P800, SmarTone introduces a special offer for Sony Ericsson P800 at a special price of \$1,788 (Customers can enjoy trade-in offer to get further discount on Sony Ericsson P800).

LiveCams service is also available via SmarTone's mobile multimedia portal, SmarTone LIVE. With Sharp GX12, a member of the "Best Wireless Handset" GX series of 2003 GSM Association Award, customers can access to and enjoy the easy-to-operate LiveCams service via "Live!" channel of SmarTone LIVE. Again, customers can set up the Internet cameras by themselves through just **4 simple steps** to view snapshots of what is important to them.



For more details on SmarTone BIZ and SmarTone LIVE's LiveCams service, please contact SmarTone BIZ's hotline at 2880 2622 and the dedicated LiveCams service hotline at 2880 2611 respectively. Alternatively, customers can visit any SmarTone shop or browse SmarTone's website at www.smartone.com.hk to obtain information about these two services.

Access up to ten Internet and ISP email accounts with BlackBerry

By Hutchison Telecommunications (Hong Kong) Limited

BlackBerry Web Client now allows users to access up to ten Internet and ISP email accounts with BlackBerry handheld, which includes MSN Hotmail, POP3, AOL, IMAP, Microsoft Outlook accounts and Lotus Notes. They can also extend their MSN Hotmail storage to a maximum of 100MB in BlackBerry handheld.

With enhanced attachment viewing capacity, users now can view email attachments in more formats including Microsoft Word, Excel, PowerPoint, Corel WordPerfect, Adobe PDF and ASCII.

In addition to the above, BlackBerry Web Client offers more enhanced features to facilitate users' daily communications. Wireless reconciliation function allows folders in BlackBerry Web Client account to be synchronised with the handheld. With auto

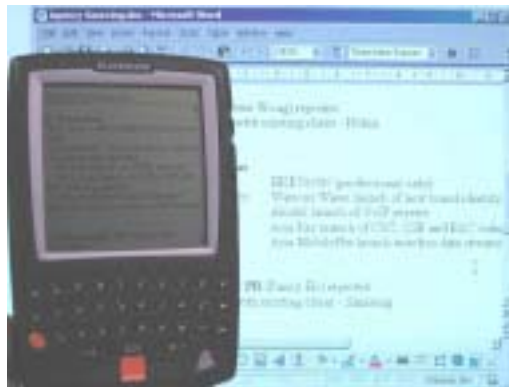


Photo caption: BlackBerry Web Client offers various email services to facilitate communications.

blind carbon copy function, users are able to make blind copies while sending out email messages. Users can also enjoy the mailbox management function which automatically puts emails into assigned folders, enabling an easy trace of incoming emails. BlackBerry Web Client is an extension of BlackBerry Wireless Email Solution which operates on Orange's superior GSM Dual-band and GPRS networks. BlackBerry Wireless Email Solution provides the most comprehensive end-to-end wireless solution including integrated email, phone, SMS, WAP and organiser features. Its always-on operation, multiple email account access, end-to-end security and "push" based architecture offer users quality and reliable wireless email services. With Hutchison Telecom's extensive GPRS roaming coverage of about 50 countries and destinations, BlackBerry users can receive emails automatically even while travelling abroad.

TraxComm offers low investment options for Telecom Service Providers

By TraxComm Limited

TraxComm Limited, a wholly-owned subsidiary of MTR Corporation, announces the inauguration of its wholesale bandwidth services offering a low investment option for retail telecommunication service providers in Hong Kong. The target customers include fixed network operators, mobile carriers, internet service providers, data centers and international carriers.

With the services provided by TraxComm, telecommunication services providers will have the opportunity of lower start up cost without the huge capital investment necessary in building a standalone backbone infrastructure.

The service providers will be able to start their business immediately by leasing the fiber cable and telecommunication infrastructure at costs as low as 5% of a typical investment of over HK\$50 million for similar infrastructure. The immediate availability of the fibers will also mean a short cut to the normal construction time, which can be up to three years.

TraxComm is to build its wholesale bandwidth business by tapping into the 10,000 km-core fibers and telecommunication infrastructure already set up throughout the MTR system. TraxComm's services are fiber-based and are provisioned in highly secure MTR tunnels. In the last 10 years, there has not

been one single case of fiber damage.

TraxComm plans to cover 200 high bandwidth buildings including data centers and class-A buildings. Its network is expandable to cover buildings within 0.5 km radius of all MTR stations, covering nearly all business centers and around 40% of residential population in Hong Kong.



New World Mobility is set to Launch FunMail

(With the pioneering service, customers can add cute cartoon characters to a SMS)

By New World PCS Limited



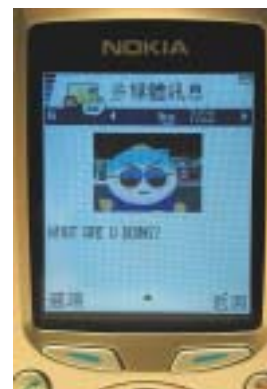
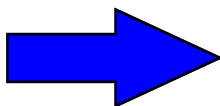
New World Mobility (NWM) announces its upcoming launch of 'FunMail Short Message' service on 18 June. With this new service, users can attach cute cartoon characters to their SMS, making their message truly different and exciting.

Cartoon characters of 'FunMail Short Message' service include 'Garfield', 'South Park', 'Snuffle Bear' and many others.

'FunMail Short Message' is easy to use with no subscription required. Users can simply enter the cartoon code, the recipient's mobile number and compose their own message before sending it out to 178 277 to add cartoon or 178 266 to add color cartoon. When the system receives the SMS, it will automatically search for a cartoon or a colour cartoon that best suits the message and forward it to the recipient's handset. The cost for sending

'FunMail Short Message' is as low as \$2 for cartoon and \$3 for colour cartoon respectively.

For more information regarding the details of FunMail, please call our Customer Service Hotline (178 178), visit any New World Mobility shops or visit our website at www.nwmobility.com



Hutchison Telecom's GPRS network selected to support Hongkong Post's CDMS

By Hutchison Telecommunications (Hong Kong) Limited



Photo caption: The CDMS in operation

Hutchison Telecom is chosen by Hongkong Post as the sole GPRS provider for Hong Kong's first Collection and Delivery Management System (CDMS). This partnership demonstrates Hutchison Telecom's ability to the satisfaction of Hongkong Post on application development, GPRS deployment and system integration for the CDMS. Hutchison Telecom will provide comprehensive technical support to Hongkong Post in optimising CDMS application.

CDMS, which utilises advanced GPRS network and personal digital assistants (PDA) equipped with barcode scanning function, facilitates resource allocation to raise Hongkong Post's overall operational efficiency. The system thrusts Hongkong Post to the forefront in courier service in using innovative technology.

To be chosen as the sole GPRS provider for CDMS project, Hutchison Telecom has well demonstrated its supreme GPRS network, proven technical expertise and a leadership position in the 2.5G wireless data market. CDMS is a more advanced infrastructure for Hongkong Post to strengthen its competitive edges to serve the community.



Photo caption: Mr KL Tsang, Assistant Postmaster General (Postal) of Hongkong Post (left) and Mr Cliff Woo, Deputy Managing Director & Wireless Networks Director of Hutchison Telecom host the contract signing ceremony

Future Proved Network for Building Automation

By 3M Hong Kong Limited



3M™ Volition™ Fiber Optic Cabling System

The Volition solutions bring simplicity to network design and a new cost structure to data cabling. 3M has engineered the complexity out of fiber networking with an innovative interconnect solution, high performance cables and efficient installation practices. The Volition Ethernet system is a true breakthrough in cost, performance and reliability.

and single-mode duplex connector features unsurpassed reliability, performance and ease of termination.

Ideally Suited

Because of its unique economies in fiber LAN applications, the Volition fiber optic solution is perfect for building automation Ethernet LANs:

- The simplicity of Volition terminations results in quick installation and rapid changes and system restoration.
- The ability to send data over longer distances over fiber optic cable can eliminate communication closets.
- Active components can be centralized for operational efficiencies.
- Unique Volition components bring new economies to fiber installations.

Standard and Warranty

Volition Network Solutions are standards compliant and meet or exceed the performance and requirements of current standards mainly ANSI/TIA/EIA 568, ISO/IEC 11801 and EN50173, as well as specifications outlined in the IEEE 802.3 Ethernet, Fiber Channel and ATM Forum and is standardized by the ANSI/TIA/EIA, IEC and CENELEC as the SG interconnect. Our ISO 9000 certified manufacturing facilities deliver exceptional product performance and reliability supported by and available comprehensive 20-year Warranty on the cabling system.

Dust, chemicals and contaminants in building environments can threaten the integrity of data in traditional fiber installations. Volition installation procedures and the system's integral doors and shutters neutralize these hazards.

The end-to-end Volition fiber optic solution includes cable for network backbones and closet-to-desktop horizontal cabling, patch cords, managed and unmanaged switches, NICs, media converters, patch panels and outlets.

The breakthrough 3M™ VF-45™ interconnect has the look, feel and footprint of the familiar RJ45 copper interconnect and twice the port density of traditional fiber connectors. The multimode

Orange offers mobile karaoke

By Hutchison Telecommunications (Hong Kong) Limited

Orange users can now enjoy karaoke anytime, anywhere by downloading the latest hits of local Canto pop singers from Orange website: www.orangehk.com or via WAP from Orange MMS portal. With Orange's mobile karaoke service, Orange users can view lovely graphics of pop singers and lyrics of polyphonic and monotonic songs from their handset, enjoying the full excitement of karaoke on the move.



Photo caption:
Orange users can enjoy mobile karaoke anytime, anywhere

SmarTone's Excellent Customer Service Further Validated by Scoring Top Positions on both Regional & Local Service Awards

By SmarTone Telecommunications Holdings Ltd.

SmarTone Mobile Communications Limited's commitment to providing the best customer service is further validated by winning three awards from the Asia Pacific Customer Service Consortium (APCSC) and Next Magazine's 14th Top Service Award 2003.

April 2003

Customer Relationship Excellence Awards of **Asia Pacific Customer Service Consortium**

- 2002 Customer Relationship Excellence - Outstanding Achievement
- 2002 Call Center of the Year (Telecommunications)
- 2002 Customer Service Professional of the Year

June 2003

14th Top Service Award 2003 of **Next Magazine**

- Top Service Gold Award
- Top Service Award - Telecommunications Network Service Provider Category
- Champion of The Best Staff Award

The Customer Relationship Excellence (CRE) awards have been running in the United States and Australia for many years. This year is the first time that APCSC has launched the awards in Asia Pacific. SmarTone's world-class service quality won for itself the overall winner of the 2002 CRE Awards, winning the 'Customer Relationship Excellence - Outstanding Achievement' amongst 20 corporate candidates in the region.

Moreover, SmarTone's call center was nominated as Call Center of the Year (for Telecommunications) for utilising innovative methods, metrics and ideas to provide quality support to customers with strong business performance; while SmarTone's nominated staff was awarded Customer Service Professional of the Year for her exceptional customer service skills and a passion for ensuring customer satisfaction is achieved or exceeded at each and every contact.

According to Mr. Douglas Li, Chief Executive Officer of SmarTone, "The growing number of service awards that SmarTone has won in the past 18 months reflects the consistent high standard of customer service of our whole front-line team. It also exemplifies SmarTone as a leader in customer service, not only within the telecom industry, but also across all service industries, and even escalate to the regional level beyond Hong Kong."

SmarTone's winning of the Next Magazine's 14th Top Service Award 2003 further exemplifies its outstanding customer service. SmarTone received the highest number of public votes among the 19 winning companies, each of which was the winner of the Top Service Category Award of their respective industries, and thus won the Top Service Gold Award. It is the first time that Next Magazine has introduced The Best Staff Award, and SmarTone's nominated staff is the champion of such award, amongst competitors from winning companies of 19 categories, due to her excellent customer service skills.



Photo caption: SmarTone prides itself on winning the three awards, namely the "Top Service Gold Award", "Top Service Category Award" and "Champion of The Best Staff Award" from Next Magazine's 14th Top Service Award 2003.

ITAHK CORNER

What's Up

20th Annual General Meeting cum Anniversary Dinner

The 20th Annual General Meeting of Internet & Telecom Association of Hong Kong was held on June 12, 2003 at Conrad Hotel. During the meeting, Mr. Tony Hau, Chairman of ITAHK has presented the Chairman Report for financial year 2002-2003 and our Vice Chairman, Mr. Hubert Chan, has reported the treasury report of the association for last fiscal year. Reports for both are now available on the association's website for free surfing.

To celebrate the 20th Anniversary of the association, we have taken the opportunity holding the anniversary dinner after the meeting. We are so glad to see that the dinner has met with overwhelming response from industry members and this is the first gathering since the outbreak of SARS in March.

Since there are a lot of keen golfers in our association, we have specially invited a professional in the field, Mr. David Lloyd, to give a talk on the topic during the dinner. His vivid but practicable speech has attracted active response from audience. For detailed information, please visit our website <http://www.itahk.org.hk> under column "AGM".

Welcome New Member

Full Members (Since June 2003)

- CommVerge Solutions (HK) Limited
- Qualcomm International Inc.
- Telecom Digital Holdings Ltd.

Associate Individual Member (Since March 2003)

- Mr. Kiet Dang
- Mr. Francis Wong
- Mr. Peter Bullock

Call for Paper

Next Submission Date:

September 15, 2003

Circulation Date:

September 30, 2003

The New Services & Products Bulletin offers excellent opportunities for its members exchange new information. Paper should not be more than 1000 words and no Commercial Advertisement is allowed. You are highly encouraged to submit more photos, or graphics in jpeg format to attract viewing. Please submit your paper by mail to info@itahk.org.hk ITAHK has the sole right to decide whether to publish the article or not.

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