

SmarTone-Vodafone Pioneers a Unique All-round Proposition to Business Users and Travellers

By SmartTone-Vodafone

3G is a crucial enabler for high-speed and rich multimedia services for mobile users. In today's dynamic and competitive environment, business users and travellers are more demanding than ever in seeking mobile communications that help enhance their responsiveness and productivity. To address the needs of this significant customer segment, SmarTone-Vodafone has developed a unique proposition.

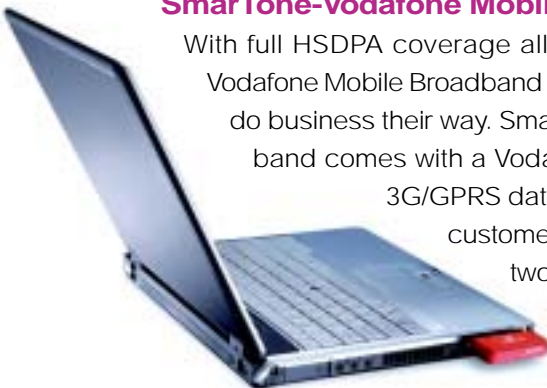
Full HSDPA Coverage in Hong Kong

SmarTone-Vodafone is the first and so far the only operator in Hong Kong to provide a mobile broadband service with territory-wide HSDPA (High-Speed Downlink Packet Access) coverage and a data speed of 3.6 Mbps, 10 times faster than that of 3G and 40 times faster than GPRS. The company is planning to upgrade to a maximum speed of 14.4 Mbps by 2007/08. HSDPA is being adopted by over 100 networks in 49 countries internationally.

Among all Hong Kong operators, SmarTone-Vodafone offers the most roaming destinations around the world, with 24 HSDPA roaming destinations, 63 3G roaming destinations and 136 2.5G roaming destinations.

SmarTone-Vodafone Mobile Broadband

With full HSDPA coverage all over Hong Kong, SmarTone-Vodafone Mobile Broadband liberates customers so they can do business their way. SmarTone-Vodafone Mobile Broadband comes with a Vodafone Mobile Connect HSDPA/3G/GPRS datacard, a dashboard that allows customers easy control of services, and two pricing propositions, Flexi and Contract, to meet different usage needs.



SmarTone-Vodafone率先為商務用戶及旅遊人士提供全面服務

供稿：SmarTone-Vodafone

3G技術讓流動通訊用戶享受更高速的體驗及更豐富的多媒體服務。現今社會瞬息萬變、競爭激烈，商務用戶及旅遊人士對流動通訊服務的要求不斷提高，以有效提升他們資訊的接受及工作效率。有見及此，SmarTone-Vodafone推出一系列服務以滿足此用戶群的需要。

全港HSDPA高速網絡覆蓋

SmarTone-Vodafone早前率先推出全港HSDPA(高速下傳分組接入)高速網絡覆蓋及本港首項HSDPA支援的商業服務——SmarTone-Vodafone流動寬頻。SmarTone-Vodafone的HSDPA網絡提供的數據速度高達1.8Mbps，相比3G快5倍，更比GPRS快20倍之多。SmarTone-Vodafone計劃於2007/08年推出最高速度達14.4 Mbps的HSDPA服務。現時，全球49個國家達100個網絡均採用HSDPA技術。

SmarTone-Vodafone現時提供最廣泛的漫游網絡覆蓋，HSDPA漫游可到全球24個地區，3G漫游達63個地區及2.5G漫游遍及136個地區。

SmarTone-Vodafone流動寬頻

透過全港HSDPA高速網絡覆蓋，SmarTone-Vodafone流動寬頻服務，為客戶解除束縛，以全新方式處理日常業務。SmarTone-Vodafone流動寬頻提供Vodafone Mobile Connect HSDPA/3G/GPRS數據咭、一個電腦介面讓客戶簡易使用服務以及兩項服務計劃供客戶選擇，包括Flexi及Contract。

Flexi採用全新更簡單、更靈活的收費模式，客戶無須登記或簽約，便可享用單一收費的本地數據服務。而Contract的客戶則可按合理用量條款無限使用本地數據服務。兩項計劃同樣提供簡易靈活的增值方法，包括預繳增值

Flexi adopts a new pay-as-you-go concept, offering customers simplicity and flexibility. It requires no registration and no contract, and it offers same-rate for local data usage without the worry of high charges thereafter.

The Contract Plan gives customers unlimited local data usage subject to an Acceptable Usage Policy. A number of easy and convenient ways to recharge are offered to users including prepaid recharge vouchers, credit cards and ATM, as well as PPS by phone and Internet.



SmarTone-Vodafone Mobile Email

SmarTone-Vodafone Mobile Email offers the world's top three push email solutions: BlackBerry® from Vodafone, Vodafone Business Email and Windows Mobile® Email. These solutions cater for the different needs of different customers, taking into consideration their email systems, scale of email installation, hosting arrangements and device preferences.

SmarTone-Vodafone also launched the BlackBerry® 8707v from Vodafone, the first 3G BlackBerry in Hong Kong, and the vendor provides roaming to Japan and Korea. The BlackBerry® 8707v enables faster downloads of attachments and 3G modem connection for laptops. It also provides a unique homepage summarising the latest incoming communications and has an improved full QWERTY keyboard for easier typing.

Traveller

SmarTone-Vodafone's Traveller pioneers a brand new proposition for both frequent and occasional travellers, offering them great value and total peace of mind. Traveller offers a comprehensive suite of travel support services, ranging from Call Screening to Auto Phonebook Backup, and from Car Pickup Booking to Medical Evacuation.

咭、信用咭、自動櫃員機、電話及網上繳費靈。

SmarTone-Vodafone 流動電郵

SmarTone-Vodafone 流動電郵提供全球三大最受歡迎的流動電郵方案包括 BlackBerry® from Vodafone、Vodafone Business Email及Windows Mobile® Email，三個方案真正全面照顧不同客戶的個別商務需要，如不同的電郵系統、電郵裝置的規模、電郵系統寄存安排及其手機喜好。

SmarTone-Vodafone亦獨家推出全新BlackBerry® 8707v from Vodafone，是全港首部3G BlackBerry手機，並提供日本及韓國的漫游服務。BlackBerry® 8707v機身纖巧，客戶可享用高速電郵附件下載及用作3G數據機連接手機電腦。全新的BlackBerry手機更有獨特的首頁，最新收到的訊息一目了然，更配備改良了的QWERTY鍵盤，輸入操作變得更簡單方便。

Traveller

SmarTone-Vodafone的Traveller率先為旅遊人士提供物超所值的旅遊支援服務，讓用戶真正享受旅途上的輕鬆無憂。Traveller提供一系列的服務，包括來電篩選、自動電話簿備份、專車預訂以及醫療撤離服務。Traveller更提供突破性同一漫游收費，用戶於中國內地、台灣、澳門、新加坡及馬來西亞，無論致電香港或當地，及接收漫游來電，每分鐘同一收費。收費簡單清晰，令支出更有預算，從此收到電話賬單時，再不會感到意外。此收費計劃令漫游費用平均節省40%，為用戶帶來超值的漫游服務。

Plus

參考最新的顧客意見及顧客調查結果，SmarTone-Vodafone除SmarTone iN!外另推出一個嶄新資訊平台——Plus。服務讓客戶更快、更方便獲得即時新聞消息，緊貼最新投資市場走勢。全新Plus服務包括更全面、更新的新聞速遞及財經資訊，並讓客戶免費致電Plus支援熱線及獲得更超值的報價服務。



Traveller also includes a pioneering same-rate tariff plan for roaming. Customers can call Hong Kong, call locally, and receive calls for the same rate in mainland China, Taiwan, Macau, Singapore and Malaysia. With this simple and predictable pricing, customers can be certain of their roaming expenses with no surprises. The plan can save an average of 40% in roaming costs, offering customers roaming services with outstanding value.

Plus

In answer to customer feedback and research, SmarTone-Vodafone launched a new portal, in addition to SmarTone *iN!*, called *Plus*, to enable customers to have easier and quicker access to the latest news and to better stay on top of their investments. *Plus* includes improved and more frequent news and financial information updates and better value quotation services.