



Press Release

**The Latest Social Mobile INQ Mini 3G with Twitter  
Coloring Customers' Social Networking Experience  
Exclusively Available at 3 Hong Kong**

Hong Kong, 12 October 2009 — 3 Hong Kong, the mobile operation of Hutchison Telecommunications Hong Kong Limited ( "Hutchison Telecom Hong Kong"), today announced that INQ Mini 3G, the second social mobile developed by INQ Mobile, a Hutchison Whampoa Limited's company, will be launched tomorrow ( 13 October) . Following the success of the award-winning INQ<sup>1</sup>, the new INQ Mini 3G is pre-installed with the Twitter function on top of its existing social networking applications like Facebook and Skype. With this new colourful and affordable social mobile, customers can network with friends and update their status anytime anywhere, making their lives more colourful.

**Integrating the most popular social networking services**

3 Hong Kong's initiatives in bringing the first social mobile INQ to Hong Kong early this year has already spearheaded the wave of mobile social networking. The exclusive launch of INQ Mini 3G, which allows customers to post their personal tweets or update the status of their following and followers via Twitter, brings the experience of mobile social networking to the next level. With the integrated phonebook on one interface and a switcher key, users can instantly switch across different social networking accounts like Twitter, Facebook, Window Live Messenger and Skype, upload photos, update status, post new messages or chat with friends anytime, anywhere. 3 Hong Kong customers can also use Facebook and Twitter, watch YouTube via 3Xplorer under the mobile portal of Planet 3, and also access Windows Live Messenger, Yahoo! Messenger and 3 Community via 3messenger.

INQ Mini 3G, equipped with a 2.0 megapixel camera, allows users to upload and share their photos on facebook instantly. The new handset comes with a red back casing, with an additional colourful back casing available to customers during the promotional period.

Amy Lung, Chief Operating Officer - Mobile of Hutchison Telecom Hong Kong said: "3 Hong Kong is dedicated to steering the development of mobile broadband with a suite of innovative and market-driven data services and products. The well-received INQ<sup>1</sup>, which was launched early this year, has successfully promoted the applications of mobile social networking and expanded the spectrum of our 3G data service customers and most of our INQ<sup>1</sup> customers regularly use data services. While Twitter has become a popular social networking application among both personal and corporate users, we

believe that the INQ Mini 3G can serve the changing needs of social networking communities as well as further strengthens our leadership in the development of mobile social networking.

### **USB modem function**

INQ Mini 3G supports 3.6Mbps of HSDPA transmission speed. Together with 3 HK's affordable monthly plan and data package, customers can use their handsets as a modem and surf on the Internet anytime anywhere.

### **Outstanding-value monthly plan**

Upon signing an 18-month contract, customers can purchase INQ mini 3G at HK\$233 plus HK\$500 of prepayment. An additional free handset back casing (Original Price\$90) will also be offered to those who purchase the handset during the promotional period. Moreover, customers subscribing to \$88 monthly plan are entitled to 100MB local data usage, 1000 basic voice minutes and 200 heart-to-heart voice minutes. The local thereafter charge is \$10/30MB and capped at \$290.

To enable more users to experience the fun of social networking, 3 Hong Kong now offers preferential data packages for INQ Mini 3G customers. Customers can subscribe for the "Social Unlimited" Package or "Buddy Unlimited" Package with a preferential price of \$20 per month. While both packages include local data usage of 50MB, the "Social Unlimited" Package enables customers to use the Skype and enjoy unlimited usage of Twitter, Facebook and YouTube via 3Xplorer. "Buddy Unlimited" Package offers unlimited usage of 3messenger (Windows Live Messenger, Yahoo! Messenger, 3 Community), MMS Mail and 3gmail.

### **"ProHuman" simplified the user experience**

A design concept dubbed "ProHuman" has made INQ<sup>1</sup> the winner of the "Best Handset Award" at GSMA Global Mobile Awards 2009, "Handset of the Year" at Meffys Award 2009 and "Newcomer Award" at Mobile Industry Award 2009. The same concept is applied to INQ Mini 3G, featuring an easy-to-use functions, including integrated phonebook, message box and one-click access to fully-integrated applications.

### **New series of eye-catching help cards**

Unlike other electronic products, the packaging and user manual of the INQ social mobile carry the designs of famous illustrators, making manual reading a fun experience. A total of nine new

illustrations, as designed by illustrators namely Brett Wilinon, Francisco Mirando, Alberto Cerriteno and Niel Quisaba , have been selected to grace the back of the new help cards of INQ Mini 3G.

For more details on INQ Mini 3G, please contact 3 Hong Kong sales hotlines on 3162-8888, visit any 3Shop or surf [www.three.com.hk](http://www.three.com.hk).

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## Fact Sheet

### INQ Mini 3G Specifications

Download Speed: Up to HSDPA 3.6Mbps

Network: WCDMA/GSM900/1800/1900

Dimensions: 45.8 x 12.8x 102.9mm

Weight: 90g

Display: 2.2"QVGA, 262K Color TFT

Standby Time: 285 hours

Talk Time: 160 minutes

#### Special Features:

- 2.0M pixels Camera
- 100MB Internal Memory
- Support up to 8GB Micro-SD card
- Bluetooth 2.0
- USB 2.0
- Audio: AAC, AAC+, eAAC, MIDI, MP3,WAV
- Video: MPEG4, H.263 and H.264
- Support Widget



#### "ProHuman" Simplified the User Experience

1. *Integrated phonebook*: The innovative integrated phonebook merges and synchronizes all contacts of a user on mobile, Facebook and Skype accounts. Simply access their mobile phonebook, users can choose among various means to contact a particular friend, such as through his/her Facebook account. A friend's online status is also displayed in the integrated phonebook. The procedures for setting the caller display photo can be simplified by sharing a friend's profile picture used in Facebook.
2. *Integrated message box*: With SMS, Facebook inbox and Skype delivered to the same inbox, customers can check messages from various social networking accounts over a single interface and send messages as well.
3. *One-click access to fully integrated applications*: Without trawling through the menus, users can instantly access Twitter, Facebook, Skype and 3Messenger with a switcher key.