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## **3Macau launches 3Books - Macau's first mobile multimedia eBook platform**

*An exclusive new e-reading experience features the Samsung GALAXY Tab 10.1  
plus  
unlimited access to eFiction, eMagazines, eComics and ePhoto albums*

- Launch of Macau's first mobile multimedia eBook platform - 3Books
- Special subscription offers make the Samsung GALAXY Tab 10.1 available for \$0
- Diversity of eBooks made possible by partnership with 24Reader, the largest electronic reading content library in Hong Kong and Macau
- "3 Basic Channel" launches with \$38 monthly plan that provides access to nearly 2,000 titles and best-selling magazines plus two months' free trial for 3Macau customers

**MACAU, 15 September 2011** - 3Macau, the Macau mobile telecommunications division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, Stock Code: 215), today launched 3Books, an exclusive mobile multimedia eBook platform that opens up a large mobile multimedia eBook library to customers. The innovative service provides an unprecedented reading experience and spearheads a new e-reading trend, thanks to advanced technology, an enormous variety of eBooks, a simple and compelling flat-rate charging system and Samsung's latest tablet model - the GALAXY Tab 10.1.

### **First mobile multimedia eBook platform spearheads new e-reading trend**

Ho Wai-ming, Chief Executive Officer of 3Macau, said: "3Macau always endeavours to provide new telecommunications technologies, cutting-edge mobile services, and innovative multimedia data content in order to deliver a uniquely delightful customer experience. We have facilitated robust mobile data development in Macau by upgrading our HSPA+ network to increase transmission speed to 21Mbps, with a view to offering up to 42Mbps in the near future."

He added: "The fast-growing smartphone and tablet trend has had the direct effect of boosting e-reading development. A research institute forecasts the number of tablets shipped to the Asia Pacific region in 2015 to be 10 times that of 2010\*, which we believe will add impetus to the growing popularity and further development of e-reading. We have capitalised on this opportunity by

partnering with 24Reader to launch 3Books and provide a large mobile multimedia eBook library. Using the Samsung GALAXY Tab 10.1, our customers can enjoy a brand new e-reading experience via a single platform with a diverse range of eBooks. In future, we plan to partner with more eBook providers, publishers and magazines to provide a greater depth and breadth of content - thereby spearheading a new e-reading trend in Macau."

### **Special subscription bargain offers the Samsung GALAXY Tab 10.1 for \$0**

3Macau has newly launched the Samsung GALAXY Tab 10.1 along with a special offer allowing all customers that choose a "Tab Unlimited" plan of \$323 or more to get the Samsung GALAXY Tab 10.1 at \$0. 3Books service enables users to enjoy an unsurpassed e-reading experience anytime, anywhere.

Alex Chung, Chief Operating Officer of Samsung Electronics Hong Kong, said: "Last year's launch of the Samsung GALAXY Tab has powered the upward trend in Android-based tablets. Development of the latest GALAXY Tab 10.1 model is therefore a remarkable example of Samsung's constant innovation and demonstrates our dedication to driving digital life with technological advancement."

He added: "GALAXY Tab 10.1 provides more possibilities while on the go. It can be used as a mobile computing, entertainment and Internet tool, or even as family leisure equipment to satisfy different customer needs. Its high-definition 10.1-inch display, plus an amazingly thin and light body, deliver the best e-reading experience to customers. We are confident that GALAXY Tab 10.1 will maintain the remarkable success of the first generation of GALAXY Tab in leading the tablet market."

### **Partnership with 24Reader provides diversity of eBooks**

3Macau has partnered with 24Reader, which runs the largest eBook library in Hong Kong and Macau, to provide customers with a diversity of eBooks with multimedia content. Listings include popular magazines, classics, best-sellers, photo albums and so on. A new feature of this unprecedented e-reading experience is that some eBooks contain embedded hyperlinks and multimedia content. What's more, readers can share their favourite titles via various social network platforms.

Carlos Cheng, 24Reader Chairman & Chief Executive Officer, said: "We are delighted to present the 24Reader Mobile App. With the latest 2.1 version, the new interface and features - including multimedia (such as voice, video, web links), social functions and text mode - will optimise the user experience and provide a new benchmark for the eBook industry."

He added: "24Reader owns the largest eBook library in Hong Kong and Macau, offering close to 4,000 eBooks, and provides a multi-publisher, cross-category mix of books and magazines from mainland China, Hong Kong, Taiwan and Japan. This content is refreshed on a daily basis, while electronic availability of some local magazines is synchronous with that of paper versions. The app also supports multiple platforms including PC, iOS and Android, etc."

### **Simple flat-rate charging plus two months' free trial for 3 customers**

3Macau has achieved a breakthrough by establishing an attractive flat-rate charging system for customers in order to promote e-reading in Macau. By paying just \$38 per month, customers will be entitled to unlimited "3 Basic Channel" access to near 2,000 books and best-selling magazines, which will be updated every month. In addition, 3Macau subscribers can enjoy two months' free trial during the promotion period.

For more information on 3Macau's 3Books service, or Samsung GALAXY Tab 10.1 sales details, please call the 3Macau customer service hotline on 1118, visit any 3Shop or go to [www.three.com.mo](http://www.three.com.mo).

For Samsung GALAXY Tab 10.1 product information, please visit [www.samsung.com](http://www.samsung.com) or call Samsung's customer service hotline on (852) 3698 4698.

For more information on 24Reader, please visit [www.24reader.com](http://www.24reader.com) or call 24Reader's customer service hotline on (852) 2928 2277.

*Sources:*

*\*Forecast made by International Data Corporation, an international research institute, in July 2011.*

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