



For immediate release

## **Hutchison Telecommunications Hong Kong partners with Bitcasa** *to offer 3 Super Cloud cloud storage service powered by Bitcasa's Turn-key Drive*

**Hong Kong** - 22 October 2014 - 3 Hong Kong, the mobile operation of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH) today announced launch of 3 Super Cloud, a multi-platform cloud storage service, powered by Bitcasa, the company that makes storage simple and secure.

3 Hong Kong is the world's first operator to use Bitcasa's Turn-key Drive to power a cloud storage service. The service offers 3 Hong Kong customers secure cloud storage so they can store, share, and stream their data from any device.

"Consumers are creating more content than ever before on their mobile devices. But this content is often trapped on their mobile, and it takes time to back up with each change of handset," said Jennifer Tan, Chief Operating Officer of HTHKH. "We have partnered with Bitcasa to help our customers better manage their digital lives with a secure "3" branded cloud storage service, which was seamlessly integrated as an option in our tariff plans."

The new 3 Super Cloud storage service provides 3 Hong Kong subscribers with a full-featured cloud storage service including applications for iOS and Android devices, as well as Mac, Windows, and web portal access. The service features Bitcasa's block-level, client-side encryption for advanced data security, as well as smart caching technology and local region storage for enhanced performance.

"Bitcasa has the technology and scale to provide device makers and mobile carriers with secure, cloud storage services, which allow them to maintain ownership of their customers and brand," said Bitcasa CEO, Brian Taptich. "Through our global partnership with Hutchison Telecom, its operating companies such as 3 Hong Kong will have the ability to quickly increase customer loyalty through offering customers a trusted source for storing and accessing their digital content."

3 Super Cloud service is available today. 3 Hong Kong offers its subscribers three service tiers: 20GB, 100GB and 1,000GB cloud storage for a monthly fee of HK\$28, HK\$48 and HK\$78 respectively. The charges will be included as a line item on the monthly bill. The 3 Super Cloud mobile app is initially available via the Google Play, Apple App Store as well as 3 Hong Kong website.

### ***Bitcasa Turn-key Drive***

The Bitcasa Turn-key Drive solution is part of Bitcasa's Cloud Platform offering that is specifically designed for device makers, mobile carriers, service providers, independent software vendors and value-added resellers. It significantly reduces the time and resources required to bring branded cloud storage services to market, while allowing partners to own user data and brand experience. It also offers users:

- Anytime, anywhere access to data: Users can store data once in the cloud and can view, stream or download any type of file on any device.
- Privacy: Bitcasa's client-side encryption secures data before it leaves the user's device so only the end-user has access to their digital content.
- Backup and share: Bitcasa gives users the ability to automatically backup their data, as well as securely share it with others using links and social media.

For further information on 3 Super Cloud, please visit [www.three.com.hk](http://www.three.com.hk) or 3 Hong Kong's Facebook fan page [www.facebook.com/threeHK](http://www.facebook.com/threeHK), call 3 Hong Kong's sales hotline on +852 3166 2222 or visit any 3Shop and 3Xpress counters.

For more information on Bitcasa Turn-key Drives go to [www.bitcasa.com/turnkey](http://www.bitcasa.com/turnkey).

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### **About 3 Hong Kong**

3 Hong Kong is a leading mobile service provider in Hong Kong offering advanced voice, data and roaming services under the "3" brand via its 4G LTE, 3G and GSM dual-band networks. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), which is a group member of Hutchison Whampoa Limited (stock code: 13). For more information on 3 Hong Kong, please visit [www.three.com.hk](http://www.three.com.hk). For more information on HTHKH, visit [www.hthkh.com](http://www.hthkh.com).

### **About Bitcasa**

Bitcasa makes storage simple. Its highly secure and scalable cloud storage platform is enabling individuals, businesses and developers in more than 140 countries to affordably store and share content. With regionalized storage and access across all devices; Android, iOS, Windows, Windows RT, Mac OSX, Linux, and the Web, the Bitcasa Platform provides APIs and branded applications so developers and service providers can accelerate time to market with unmatched cloud storage performance. Bitcasa is backed by top-tier investors, including Horizons Ventures, Pelion Venture Partners, First Round Capital, Samsung Ventures and Andreessen Horowitz. For more details visit [www.bitcasa.com](http://www.bitcasa.com) or follow us on Facebook [www.facebook.com/bitcasa](http://www.facebook.com/bitcasa) or Twitter [www.twitter.com/Bitcasa](http://www.twitter.com/Bitcasa)

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