



*For Immediate Release*

## **one2free Launches Hong Kong's First HD Voice Service on Mobile**

**Hong Kong, 22 November 2011** – one2free today announced the launch of its new HD Voice service, providing higher quality voice call capabilities that reduce background noise, eliminate static and interference. The HD Voice service allows customers to upgrade their voice quality with any HD Voice-capable handset, making every call crisp and clear, and at no extra cost.

“one2free is the first mobile operator in Hong Kong to launch the HD Voice service to market,” says Mark Liversidge, Chief Marketing Officer of one2free’s parent company, CSL Limited. “one2free is committed to providing innovative services that our customers need. We made voice calling more stable and clear for users both indoors and out when we implemented the Next G network with UMTS 900. By implementing HD Voice on our network, we’ve been able to further improve voice calls tremendously.”

one2free is the first HD Voice-enabled network in Hong Kong, without which HD Voice calls are impossible even if both caller and receiver have HD Voice-capable devices. The technology improves audio quality by using a high-speed speech codec which doubles the available audio bandwidth and creates a clearer voice experience even better than a landline. The HD Voice service also applies noise reduction to the audio signal, so even if you’re out on a busy street or travelling on the MTR, you’ll be heard loud and clear.

In addition to the standalone HD Voice service for compatible devices, one2free is celebrating the launch of the service with a special offer. Customers can simply sign up the \$87 “Talk and Connect” service plan, to enjoy the selected HD Voice-enabled Nokia handsets:

- Nokia 300 for \$0<sup>#</sup> by signing up the \$87 “Talk and Connect” service plan
- Nokia 500 for \$488<sup>#</sup> by signing up the \$87 “Talk and Connect” service plan

Get even more from one2free, with complimentary \$100 Maxim’s gift coupon\*.

### **Remarks:**

The promotion period until 31 January 2012. This offer is applicable to designated handset subscriptions during the promotion period only.

<sup>#</sup>Subscription to one2free Talk and Connect Service Plan and \$18 or above Valued-Added Service for a minimum contract period of 24 months are required. Mobile Service Licence and Administration Fee of \$12 per month applies. Prepayment amount will be credited by installments during the Minimum Contract Period into your one2free account.

\*While stocks last.

### **About one2free**

one2free is a community brand with a mission to provide the Hong Kong consumer with a better, wider and faster mobile communications experience at exceptional value. one2free believes in making innovation affordable for everyone.

In 2011, one2free continued to raise the bar as the only mobile operator in Hong Kong to have commercially launched the cutting-edge 4G LTE network technology citywide.



Transforming the telecoms retail scene in Hong Kong, consumers can also discover the world of one2free at its new 6,000 square foot flagship store in the heart of Mongkok. An immersive experience designed to bring to life the simplicity and benefits of mobile communications for consumers everywhere – experience entertainment, music and personalised accessories like never before.

For more information, please call one2free at 29 722 123 or visit [www.one2free.com.hk](http://www.one2free.com.hk).

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**For media enquiry, please contact:**

CSL Limited

Erin Godfrey

Tel: +852 2883 4883

Email: [erin.godfrey@hkcsll.com](mailto:erin.godfrey@hkcsll.com)