



Immediate release

## 3Home Broadband launches the 3HOME BROADBAND Total Wi-Fi Solution to deliver an ultra-fast 1G triple Internet access experience indoors and while out and about

- 3HOME BROADBAND Total Wi-Fi Solution enables an ultra-fast 1G online experience in and outdoors
- HGC's outdoor Wi-Fi network is rebranded "hgc on air"
- Customers can enjoy an ultra-fast triple Internet access in the form of Fibre-to-the-Home broadband service plus 1G indoor Wi-Fi at speeds up to 1G, as well as outdoor Wi-Fi at Hong Kong's "hgc on air" Wi-Fi hotspots for just \$229 a month
- HGC's Wi-Fi hotspot population increases to more than 12,000 by end of 2013
- Online survey reveals that Wi-Fi is used for Internet access by more than 98% of respondents, of which 77% always, or often, use Wi-Fi concurrently with other family members

**Hong Kong, 16 December 2013** - Hutchison Global Communications Limited (HGC), the fixed-line division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), today announced launch of 3HOME BROADBAND Total Wi-Fi Solution as part of 3Home Broadband, HGC's residential fixed-line service. Customers can benefit from triple 1G online connectivity in the form of Fibre-to-the-Home broadband service<sup>1</sup> plus 1G indoor Wi-Fi at speeds up to 1G, as well as outdoor Wi-Fi at Hong Kong's "hgc on air EX" Wi-Fi hotspots supported by 1G backhaul<sup>2</sup> connection to the Internet.

### **Launches 3HOME BROADBAND Total Wi-Fi Solution as Wi-Fi Internet access trend continues to grow**

Hong Kong's public Wi-Fi hotspot population is on the rise. According to figures released by the Office of the Communications Authority (OFCA), the number of public Wi-Fi service hotspots increased from about 5,000 in 2007 to more than 20,000 in November 2013<sup>3</sup>. The 3HOME BROADBAND Total Wi-Fi Solution was designed to enable customers to enjoy HGC's 1G Fibre-to-the-Home broadband network, while enjoying the convenience of online access via "hgc on air" or "hgc on air EX" Wi-Fi hotspots throughout Hong Kong.

HGC Managing Director Jennifer Tan said: "Wi-Fi is still gaining popularity. Some 22% of the world's total mobile data traffic is expected to be offloaded to fixed or Wi-Fi networks by 2016<sup>4</sup>, while the number of global Wi-Fi

<sup>1</sup> HGC provides service bandwidth to designated buildings at speeds up to 1Gbps upload/download. Bandwidth refers to the maximum relevant bandwidth that may be achieved between a customer's premises and the broadband equipment at the relevant building, which may be different to the actual speed performance a customer may experience. Attainment of the relevant bandwidth depends on various factors, including but not limited to, HGC network coverage, types of building infrastructure and performance and configuration of customers' computers. Upload and download speeds may be substantially lower for overseas websites than for local websites. For further information on bandwidth availability to any particular building, upload/download speeds, or the terms and conditions of HGC services, please call the customer service hotline on 3166 3333.

<sup>2</sup>The network specification supported by 1G optical-fibre backhaul applies only to certain hotspots at a limited number of locations. All hotspots support 802.11n wireless technology. The highest transmission speed is 300Mbps.

<sup>3</sup>Source: Office of the Communications Authority: [http://www.ofca.gov.hk/en/media\\_focus/data\\_statistics/wifi/index.html](http://www.ofca.gov.hk/en/media_focus/data_statistics/wifi/index.html)

<sup>4</sup>Source: <http://www.pyramidresearch.com/store/wi-fi-offloading-in-asia.htm>

hotspots is forecast to exceed 6.3 million by end of 2013<sup>5</sup>. According to a local survey carried out by the Hong Kong Wireless Technology Industry Association<sup>6</sup>, the proportion of a pool of respondents using Wi-Fi every week reached 84% in 2013. In addition, the number of 3Home Broadband customers subscribing to a 1G plan has been increasing steadily. In fact, we estimate the rise in customers subscribing to a 1G plan in 2013 will be more than 60% compared with 2012. We are well aware of the appetite for high-speed Internet access, so HGC will continue to add outdoor Wi-Fi hotspots throughout Hong Kong, while extending our optical-fibre network - supported by 1G broadband backhaul - to more shopping arcades and public areas. Our aim is to increase the number of our hotspots to around 16,000 by end of 2014 and become Hong Kong's largest-scale Wi-Fi network operator."

### **Experience ultra-fast 1G indoor wireless network**

3HOME BROADBAND Total Wi-Fi Solution customers can enjoy 3Home Broadband's 1G Fibre-to-the-Home service, complete with a D-Link expert-level cloud-based indoor router for just \$229 a month<sup>7</sup>. Thanks to dual-band technology, the wireless frequency exported by the router can reach up to 1Gbps<sup>8</sup>, facilitating up to 1G home Wi-Fi service.

This new plan offers a Wi-Fi router and network installation service for free, removing the need for customers to endure the hassle of going through a complicated setting-up process, but enabling them to achieve the fullest utilisation of the indoor network.

### **"hgc on air EX" provides comprehensive outdoor Wi-Fi coverage supported by 1G optical-fibre backhaul**

HGC's outdoor Wi-Fi network has been rebranded "hgc to air" and will see the number of its Wi-Fi hotspots increasing to more than 12,000 by end of 2013. The network will include around 1,000 "hgc on air EX" hotspots supported by 1G optical-fibre backhaul. This is able to cope with massive volumes of traffic, thereby enhancing overall speed and stability of wireless Internet access.

3HOME BROADBAND Total Wi-Fi Solution customers can get online indoors and while out and about using Wi-Fi enabled devices such as smartphones, tablets and notebooks. They can access the Internet anytime<sup>9</sup> at "hgc on air EX" and "hgc on air" hotspots in large shopping arcades and at coffee shop chains, fast food outlets, popular restaurants, commercial buildings, large housing estates, tertiary institutions and car parks.

All 3Home Broadband customers can get 100 minutes per month "hgc on air" outdoor Wi-Fi service for free, or upgrade to an unlimited data plan for \$58 a month.

### **Parents can manage their children's online habits remotely via a residential cloud app**

3HOME BROADBAND Total Wi-Fi Solution customers can download the special myDLink Lite cloud app to manage home Wi-Fi usage, in conjunction with an expert-level cloud-based indoor router. This enables working parents to control their children's Wi-Fi usage remotely.

Subscribers can set specific times at which the router is turned on and off, and check through device browsing records to get a picture of their children's online behaviour. Customers are also able to see whether "rogue" devices are using their Wi-Fi networks as intruders.

In addition, a USB stick can be inserted into the router so that photos, videos, music and other files can be shared with family and friends through the myDLink SharePort app.

### **3Homewatch designed to allow subscribers to keep remote watch over their homes**

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<sup>5</sup>Source: <https://www.abiresearch.com/press/growing-demand-for-mobility-will-boost-global-wi-f>

<sup>6</sup>Source: [http://www.safewifi.hk/files/WiFi\\_Adoption\\_and\\_Security\\_Survey\\_2013.pdf](http://www.safewifi.hk/files/WiFi_Adoption_and_Security_Survey_2013.pdf)

<sup>7</sup>Offer is valid until 31 January 2014 and is applicable only to new customers at select buildings with Home Broadband Service successfully installed. The fixed contract period is 24 months, as the case may be. Customers can also get "hgc on air" outdoor Wi-Fi Service for 100 minutes a month for free within the contract period, plus Fozz Kinds, 12 months' IDD 0880 (30 minutes/mth) and free Anyplex Movie Pack trial, KKBOX, 24Reader, AS Anti-Virus & AS Anti Hacker (choose 2 in 5) for the first two months. Please call the customer service hotline on 3166 3333.

<sup>8</sup>Actual transmission speeds achieved by the 802.11ac standard cloud router is three times faster than the former 802.11a standard router.

<sup>9</sup>Customers can use their 3HOME BROADBAND Total Wi-Fi Solution usernames and passwords to login to both home Wi-Fi networks and outdoor "hgc on air EX" or "hgc on air" Wi-Fi hotspots.

The 3HOME BROADBAND Total Wi-Fi Solution will soon launch a 3Homewatch service to enable customers to keep remote watch over their household premises via a D-Link cloud IP cam. A memory card can be used to facilitate high-definition video recording, thereby enabling subscribers to keep an eye on their children or pets with the utmost clarity.

The D-Link cloud IP cam comes complete with a built-in infra-red body temperature and movement detection feature. This means the cam starts recording automatically whenever any movement is detected. Customers receive notification emails immediately, so they can check to make sure all is well at home.

### **98% of online survey respondents use Wi-Fi for Internet access and demand for higher-speed network services has been increasing**

3Home Broadband conducted an online survey in early December this year to study home and outdoor usage among 790 respondents. Results revealed that 98% use Wi-Fi for Internet access, while more than 70% said they possess two or more Wi-Fi enabled devices. The survey also discovered that, in general, female respondents tend to use Wi-Fi more than their male counterparts.

On the subject of indoor Wi-Fi, 77% reported that they always, or often, use Wi-Fi concurrently with other members of the family. In fact, 50% and 55% of respondents said that their children and elderly relatives, respectively, use Wi-Fi at home.

Key concerns over use of outdoor Wi-Fi included security (81%), followed by sufficiency of hotspot numbers (78%) and speed (75%). Only 13% reported that they never had an unpleasant outdoor Wi-Fi experience.

Survey results revealed a growing trend in simultaneous use of home Wi-Fi by family members, plus a demand for greater speeds from in and outdoor Wi-Fi service, thereby highlighting a distinct need for the new 3HOME BROADBAND Total Wi-Fi Solution from 3Home Broadband.

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#### **About Hutchison Global Communications Limited**

Hutchison Global Communications Limited (HGC) owns one of the largest fibre-to-the-building telecommunications networks in Hong Kong. Since establishment in 1995, it has been fully committed to building its own optical-fibre network infrastructure and introducing advanced facilities. Coupled with its four cross-border routes integrated with all three of mainland China's tier-one telecommunications operators and world-class international network, HGC provides a comprehensive range of fixed-line telecommunications services locally and overseas. HGC is a subsidiary of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, Stock Code: 215). HTHKH is a leading integrated telecommunications service operator, offering mobile and fixed-line services to local and international customers.

For more information on HGC, please visit [www.hgc.com.hk](http://www.hgc.com.hk). For more information on HTHKH, please visit [www.hthkh.com](http://www.hthkh.com).

#### **Cautionary Statements**

This press release contains forward-looking statements. Statements that are not historical facts, including statements about the beliefs and expectations of HTHKH/HGC, are forward-looking statements. These statements are based on current plans, estimates and projections, and undue reliance should not be placed on them. Forward-looking statements speak only as of the date they are made, and HTHKH/HGC has no obligation to update any of them publicly in light of new information or future events. Forward-looking statements involve inherent risks, uncertainties and assumptions. HTHKH/HGC cautions that if these risks or uncertainties ever materialise or the assumptions prove incorrect, or if a number of important factors occur or do not occur, the actual performance of HTHKH/HGC may differ materially from those expressed or implied in any forward-looking statement.