



SmarTone-Vodafone Partners With ITL to Launch Full 3G HSDPA Service

US / ASIA : Bytemobile announced that SmarTone-Vodafone has partnered with Interactive Technology Limited (ITL) to deploy Bytemobile's Optimization Services Node (OSN) in the launch of network-wide HSDPA coverage in Hong Kong, as announced on June 6, 2006. The network delivers SmarTone-Vodafone Mobile Broadband, Hong Kong's first commercial wireless data service with full HSDPA coverage throughout the territory. The optimized HSDPA network operates at 3.6 megabits per second (Mbps).

Inset is Douglas Li CEO of Smartone quoted below.

SmarTone-Vodafone customers can now enjoy mobile broadband service at this high speed everywhere, and on the move, in Hong Kong.

The current 3.5G network provides laptop data speeds up to 10 times faster than 3G (UMTS) networks and 40 times faster than 2G (GPRS) networks. SmarTone-Vodafone plans to upgrade its HSDPA (High-Speed Downlink Packet Access) network to a maximum speed of 14.4 Mbps by 2007-2008.

"Throughout the evolution of wireless networks in Hong Kong, SmarTone-Vodafone has led the market in network coverage, service innovation and service quality," said Chief Executive Officer Douglas Li of SmarTone-Vodafone. "In June of this year, we were the first in the world to commercially launch 1.8-Mbps HSDPA coverage on a full network-wide basis. The upgrade of our HSDPA network to 3.6 Mbps in September clearly demonstrates our commitment to continuous progress. This technological leadership empowers us to bring better service to customers. As one of our most valued partners in the local market, ITL has provided Bytemobile's proven optimization solutions to enable us to deliver increasingly robust multimedia services which offer a better customer experience."

Mobile Broadband is the latest in a series of industry firsts for SmarTone-Vodafone. It was the first network operator to launch GSM (Global System for Mobile communications) services in Asia in 1993, the first in Hong Kong to offer automatic international roaming, the first in the world to implement enhanced full rate technology for improved voice quality in 1997, and the first in Hong Kong to introduce GPRS (General Packet Radio Service) in 1999. The company launched its UMTS (Universal Mobile Telecommunications System) network, with 3G-enabled services for consumers and business users, in 2004 and formed its partnership with Vodafone the same year.

Bytemobile is engaged in a reseller partnership with ITL, a Syniverse Technologies company and leading provider of turnkey telecommunications solutions throughout the Asia-Pacific region. SmarTone-Vodafone, a customer of ITL, selected Bytemobile for the optimization of its HSDPA network.

"We are pleased to add a market-leading operator with SmarTone-Vodafone's history of growth and success to our customer base," said Michael Conley, vice president of Asia Pacific at Bytemobile. "This is also our first HSDPA network optimization deployment in Asia, and we expect to support many more operators as they implement high-speed networks to deliver mobile broadband applications throughout the region."

About Bytemobile, Inc.

Bytemobile is the global leader in dynamic optimization solutions, which simplify, unify and accelerate the deployment of advanced wireless data services to mobile handsets, laptops and PDAs. Today, Bytemobile solutions are installed in the wireless networks of approximately 70 carriers, which serve nearly one billion mobile subscribers in 35 countries across Asia, North America, South America, Europe, the Middle East, and Africa. The company's customers include leading network operators such as Astelit, Centertel, China Mobile, Cingular, KPN, NTT DoCoMo, O2, Orange, PTC, Sprint Nextel, T-Mobile, Telecom Italia Mobile, Telefonica Moviles, Vodafone, and Willcom.