



For Immediate Release

## **Mobile Link Service Wins Four Titles in Hong Kong ICT Awards**

Hong Kong, 10 February 2009 - CSL Limited (CSL) and Senior Citizen Home Safety Association (SCHSA) scooped four titles in the Hong Kong ICT Awards 2008 with their Mobile Link Service—a brand new outdoor support and care service specially for elderly aged 60 or above<sup>1</sup>—which was launched to critical acclaim in December 2008.

The Awards are designed to recognise, promote and commend excellent achievements in the local ICT community with the support from the Government of the Hong Kong Special Administrative Region, professional bodies and academia.

At the Hong Kong ICT Awards presentation ceremony, held at the Hong Kong Convention and Exhibition Centre on 9 February 2009, CSL and SCHSA received the Best Ubiquitous Networking Grand Award, Best Ubiquitous Networking (Mobile Enterprise Solution) Gold Award, Best Ubiquitous Networking (Mobile Infotainment Application) Silver Award and Best Lifestyle (Social Life & Community Stream) Silver Award.

CSL Chief Executive Officer, Mr. Tarek Robbiati, said: "I believe these awards serve to recognise CSL's remarkable achievements in Creating a Simple Life for the people around us through provision of cutting-edge mobile technology and applications. This is also a testimony to our on-going innovation and commitment to corporate social responsibility. With the assistance of our Mobile Link Service, we encourage all the senior citizens to step beyond the confines of their homes and enjoy active lifestyles in their communities."

SCHSA Chairman, Mr. Nip Yeung-shing, said: "SCHSA would like to thank CSL, the government and all supporting partners for providing a safer and better living environment for our elderly citizens. We hope the Mobile Link Service can stimulate and encourage the public to care for the elders and give a hand when they are in need."

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<sup>1</sup> Under normal mobile network coverage (local only)

Mr Robbiati added: "We would like to thank the organiser of the Hong Kong ICT Awards for honouring us with these awards. This empowers us to develop more innovative services for the benefit of Hong Kong's people. I would also like to congratulate the CSL team for a truly remarkable performance."

Utilising CSL's quality mobile network and with free technology support, the Mobile Link Service provides 24-hour connection with SCHSA's call centre<sup>1</sup>. The service provides elderly users with round-the-clock support wherever they go and gives their carers details of the location of their changes by identifying the approximate location of the Mobile Link Device in the event of accidents<sup>2,3</sup>. Additionally, SCHSA's operator at the call centre can trigger the remote alarm of Mobile Link Device to notify the public nearby to render timely assistance in case of emergency of the users.



Photo 1: Mobile Link Service scooped four titles in Hong Kong ICT Awards 2008 (From the left: Ms Irene Leung, Executive Vice President, Corporate and Business Markets of CSL Limited, Mr Timothy Ma, Executive Director and Mr. Steve Huang, Technical and Engineering Sub-Committee Convener of Senior Citizen Home Safety Association and Dr Andrew Lai, Chief Executive Officer of mSolution Consultants Ltd.

<sup>2</sup> The location searching may vary materially with different environmental constraints.

<sup>3</sup> To protect the privacy of service users, the Search Assistance function will only be activated under the consent of the service user and only under the enquiry of authorized individuals.



Photo 2: Mobile Link Service was awarded the Best Ubiquitous Networking Grand Award (From the left: Dr Andrew Lai, Chief Executive Officer of mSolution Consultants Ltd., Ms Irene Leung, Executive Vice President, Corporate and Business Markets of CSL Limited, Mr. Peter Nip, Chairman of Senior Citizen Home Safety Association Executive Committee, Mrs Rita Lau, JP, Secretary for Commerce and Economic Development, and Mr. Steve Huang, Technical and Engineering Sub-Committee Convener of Senior Citizen Home Safety Association).

### **About CSL Limited**

CSL is Hong Kong's first and leading mobile network operator. It is also the first mobile company in Hong Kong to employ a distinctive market segmentation strategy and it uses leading-edge technologies to provide customer-focused services through segmented brands: 1O1O, one2free and New World Mobility. It operates a world-class GSM / WCDMA network through which it offers comprehensive post and pre-paid mobile services to both local and international customers. CSL is also the leading roaming operator in Hong Kong to provide unmatched international multi-media connectivity with more than 400 mobile operators around the world. For more information, please visit [www.hkcsl.com](http://www.hkcsl.com).

### **About SCHSA**

The Senior Citizen Home Safety Association (SCHSA) was founded by a group of enthusiastic citizens in 1996. It is the only non-profit-making charitable organization that offers 24-hour PE Link emergency support and care service for elderly citizens living alone as well as for other people in need.

As of December 2008, our Personal Emergency Link Service has been serving over 3 million requests for help and support and saving the precious lives of over 170,000 service users who require immediate admission into hospitals. For more information, please visit [www.schsa.org.hk](http://www.schsa.org.hk).

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