



IMMEDIATE RELEASE

1010 LAUNCHES 1010 GO CONFERENCING

Better experience. More convenience

HONG KONG, 20 Dec 2012: 1010 today launched its new business class conference calling service, 1010 Go Conferencing, marking 1010's entry into the enterprise conferencing market.

1010 Go Conferencing offers users full control of their conference calls. Features include real-time visibility of the participants already in the call and speakers, record the conversation or dial out to include additional participants at any time, and call leaders receive a call usage notification immediately afterwards.

Users can join in the conference call simply by pressing the 'Fast Join'" button on their desk top , tablet or mobile phone. They can quickly remove distractions during the conference call by activating noise suppression function or muting any caller from a noisy background and receive instant alerts on new joiners or drop-offs. When an important announcement is being made, speakers can mute all other participants. The platform can also be linked to Outlook for easier invitations and management of the call and its participants.

"Conferencing is a natural extension of our communications solution portfolio for business customers," said Paul Hodges, Executive Vice President, Corporate, Wholesale and International, and spokesperson for 1010. "1010 Go Conferencing stands out in the industry. Its unique monitoring panel on the web and mobile app interface cleans up audio chaos on everyday conferencing calls, helping professionals communicate with colleagues hassle-free when they make calls in the office or on the go."

The launch was accompanied by activities including a demonstration at a CIO Conference, and a showcase at the World SME Expo organized by the Hong Kong Trade Development Council. Attendees were able to experience firsthand the convenience offered by 1010 Go Conferencing and the ease of adoption in their day to day business.

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About 1010

Launched in 1993, 1010 is the premium brand of CSL Limited, the leading mobile operator in Hong Kong. Known for its award-winning customer services, 1010 also draws on CSL's network superiority to provide Hong Kong's professionals and discerning individuals with a premium mobile lifestyle service. In 2010, CSL became the first operator in the world to launch a 4G LTE D-C* mobile broadband network, and now exclusively offers world-class capacity and speed to 1010 customers, complementing the premium value-added services that set the brand apart.



For more information, please call 1010 at 2988 1010.

* 4G LTE D-C refers to LTE/DC-HSPA+, it meets the standards of LTE laid down in 3GPP Release 8.

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