



April 2, 2004

3 Launches high speed Data Card & Slashes Prices for Wireless Data

2 April 2004

3, Australia's only third generation (3G) mobile network today launched a broadband-speed wireless data card and slashed prices on data usage across its network.

When inserted into the PC MCIA card slot, 3's Mobile Internet NetConnect Card delivers high speed, affordable and easy-to-use wireless internet access.

"With the launch of the NetConnect Card mobile broadband internet is now a reality in Australia," said Nigel Dews, 3's Director of Sales, Marketing and Product.

The card can deliver a maximum speed of 384 kbps download and 64 kbps upload in 3's Video Zones - roughly six times faster than remote access dial up* and nine times faster than typical GPRS mobile data.

"There is now no need to worry about investing in WiFi alternatives. The frustratingly slow speeds from GPRS and the technical hassles and limited mobility that comes with services such as WiFi are now a thing of the past," he said.

3's Mobile Internet Services are great news for mobile professionals, small to medium-sized businesses and those with field work forces.

"In just a few clicks of a lap top mouse, the NetConnect Card is ready to use in five minutes, delivering some of the industry's fastest, cheapest and most mobile internet access," Mr Dews said.

"3's Mobile Internet is all about delivering an easy to use solution that increases worker efficiency while cutting business costs," Mr Dews said.

For example, users can download emails onto a lap top at high speed, in 3's video zones, while on the move in a train or taxi, or access large files from their office network to conduct an on site demonstration at a customer's premises.

The 3 Mobile Internet NetConnect Card, was jointly developed by Lucent Technologies and Novatel Wireless. It can work in both 3G and GPRS modes so users can roam from the 3 network to GPRS within Australia*.

Lucent studies in Europe during product development show that businesses using 3's prototype Mobile Internet NetConnect Cards increased customer facing time by up to 11% on average per week. The study also demonstrated that there was more effective out of office employee productivity and increased potential to generate sales growth.

The NetConnect Card is compatible with most Virtual Private Networks (VPNs) and business software applications.

* Comparison is with 56 Kbps dial-up modem

As with all mobile or Internet connections, the actual user speed can be affected by coverage, network capacity, equipment used, transmission direction, and external constraints (including the application in use and worldwide Internet performance). Significantly slower connection speeds may be experienced in Messaging Zone.

Pricing & Availability

3 Mobile Internet delivers 3G wireless Internet access via a range of devices including handsets (direct to the handset or as a modem linked to a lap top or a Personal Digital Assistant) and the NetConnect card inserted into a lap top.

3 Mobile Internet users can pay as they go via a casual rate with no minimum usage commitment or choose from a selection of plans (Refer Table 1). These rates are among the most competitive mobile data rates in the industry

The Mobile Internet NetConnect Card will be priced at \$588 up front (no connection fee) or \$49 per month, for 24 months, plus a \$50 connection fee, and does not require a service contract. Handset prices can be viewed at www.three.com.au.

Mobile Internet NetConnect Cards will be available from 3 shops nationally, via value added resellers including eXeed, Harris Technologies and Ingram Micro or by calling 3 Direct Sales on 131682.



Mobile Internet plans can be added to any 3 service plan



If a customer does not select a Mobile Internet plan they will be charged Casual Rate for any Mobile Internet usage.

Terms & conditions

- Each month, up to 25% of the included Mobile Internet usage may be used while roaming on GPRS in 3's Video and Messaging Zones. Roaming usage in excess of this amount will attract a surcharge of 0.2¢ per Kilobyte.
- Unused included Mobile Internet usage expires each month.
- A \$50 fee applies to change from one Mobile Internet plan to another Mobile Internet plan with less included usage or to change to Casual Rate. No fee applies for changing to a Mobile Internet plan with greater included usage. Only one change is permitted per month.
- Mobile Internet Plans are only available to customers who both reside and work at addresses within 3's video coverage areas.

For further information or product trial, please contact:

Anna Webb
PR Manager, 3
Tel: 02 9964 4268
awebb@hutchison.com.au

Vicky Parratt
N2N
Tel: 02 9698 9293
vparratt@n2n.com.au

For more information, visit three.com.au