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## **INQ<sup>1</sup> - The World's Most Advanced Social Networking Phone - Brings Facebook to the Core of the User Experience, Exclusively on 3.**

- INQ, a new mobile handset manufacturer backed by Hutchison Whampoa, unveils first device based on a radical new user experience
- New mobile integrates Facebook into the heart of the handset along with Skype, Windows Live Messenger and Last.fm
- UK's biggest 3G network and mass market pricing brings next generation of mobile internet communications devices to users from just £15 per month

**London - November 13, 2008** - INQ<sup>1</sup>, the world's most advanced social networking mobile phone, is unveiled today and brings Facebook to the core of its user experience. The phone will be available exclusively from 3.

With millions of people accessing social media via mobile phones, 3 believes the combination of the handset, its network capability and pricing, will democratise access to mobile internet services on an unparalleled level.

INQ brings the Facebook experience to the INQ<sup>1</sup> with one-click access and live updates pushed direct to the front screen of the device. Skype, Windows Live Messenger, Last.fm are integrated into the heart of the phone and a host of other social utilities can be customized by the user. This makes the device the first ever real-time interactive, 'live contact book' with friends' online status and Facebook profile pictures displayed against their contact details. In addition, the phone offers integrated RSS feeds, free Skype-to-Skype calling and unlimited free instant messenger capabilities. INQ<sup>1</sup> also allows you to directly upload pictures to your Facebook profile from its 3.2 megapixel camera. For these reasons, INQ refers to the INQ<sup>1</sup> as the first Social Mobile.

INQ<sup>1</sup> will be available free on a contract tariff from £15 per month offering unlimited free Facebook, Skype, Windows Live Messenger and web access, plus 75 minutes of calls to other networks, unlimited texts, unlimited email and unlimited free 3-to-3 calls\*. £20 will get you all of the above but with 200 minutes of calls to other networks. INQ<sup>1</sup> will also be available on PAYG at £79.99 with internet packages available from £5 per month.

The device, developed by handset manufacturer INQ, also being launched today, is based on a new approach to mobile phone design. INQ, which is backed by Hutchison Whampoa, has developed INQ<sup>1</sup> in collaboration with the 3 Group in an effort to overcome the limitations of traditional design and internet functionality on handsets.

Frank Meehan, CEO, INQ, said: 'The INQ<sup>1</sup> is the first device from INQ with a new take on mobile user experience, it's about taking the things people love most about the internet and building them into the very heart of the phone. Mobile is still mostly about voice and text for the vast majority of users, but those same people use the internet to communicate every day with Skype, Instant Messaging, Facebook and email. The INQ<sup>1</sup> allows people for the first time to integrate their internet networks into their mobile so now their emails, instant messages and Skype calls are as simple to use as voice and text.'

“With our Hutchison Whampoa backing we’ve got the experience of providing compelling mobile internet services to nearly 20 million 3G customers around the world. This experience has taught us that traditional handset manufacturers just aren’t delivering what customers are demanding and so we’ve had to develop our own, unique device in order to overcome this.”

Kevin Russell, Chief Executive Officer of 3 UK, said: “3’s own exclusive handsets have already delivered the first unlimited data tariffs, the first free, open Instant Messenger services and the first fully-integrated Skype-enabled phone. INQ<sup>1</sup> takes these services, and more, to offer a uniquely powerful and competitively priced mass market internet phone. INQ<sup>1</sup> on 3 offers you the most sociable phone on the most sociable network.”

“Facebook has more than 120 million users worldwide and is as core to the phone as voice or text. Our network helps to unleash the power of these cutting edge handsets and offers consumers easy, great value access. We’re democratising and mobilising the internet.”

“We are really happy to be working with INQ to bring its customers a deeply-integrated Facebook experience on the new INQ<sup>1</sup> handsets,” said Mark Zuckerberg, CEO of Facebook: “More than 15 million Facebook users currently access the site through their mobile devices. This number has doubled over the past six months, and we expect it to continue to grow as people become even more familiar with handsets like the INQ<sup>1</sup>.”

“With more than a million minutes of Skype-to-Skype calls each day on 3 mobiles in the UK, we are delighted by the rapid growth in Skype usage on mobiles since the 3 Skypephone was introduced just over a year ago,” said Scott Durchslag, COO for Skype. “We are very excited about the depth of the Skype experience that the INQ<sup>1</sup> offers, and see this as another major step towards our goal of giving our users even more options to take Skype with them whenever and wherever they go.”

“The INQ<sup>1</sup> is a great step in the direction of opening up the communications benefits of the internet for mobile consumers,” said Hugh Griffiths, Director of Mobile Services for Microsoft UK. “It brings together some of the most popular internet communications services, including Windows Live Messenger, in a way that we believe will bring the world of the mobile and the world of the internet closer together than ever.”

### **About 3 UK**

3 is a mobile operator focused on bringing the benefits of the internet to mobile communications. We offer attractive pricing and give our customers the widest choice of ways to stay connected at home or abroad. To do this we’re building the UK’s best high-speed mobile broadband network. 3 UK is a member of the HWL group of 3G companies, which include 3G operations in Australia, Austria, Denmark, Hong Kong, Ireland, Israel, Italy Macau and Sweden.

Three facts about 3:

- 3 launched the UK’s first 3G network offering national coverage for calls and texts, and has over 90% population coverage for 3G services. As we consolidate our radio access network with T-Mobile we expect to reach almost complete UK population coverage for 3G by the end of 2009.
- 3 has over 3 million active customers in the UK and over 16 million worldwide.

- 3 was the first to enable free voice over internet calling with Skype and the first to launch a dedicated Skype mobile phone, the 3 Skypephone.

For more information about 3 UK, please visit [www.three.co.uk](http://www.three.co.uk)

### **About INQ Mobile**

INQ Mobile is a standalone company wholly owned by Hutchison Whampoa Limited. INQ Mobile is the maker of the INQ<sup>1</sup>, the world's first Social Mobile to integrate email, IM and social networking in an intuitive way. INQ draws on the strengths of its parent company, which made an early investment in global 3G networks based on a fundamental belief that 3G changes the way people communicate and was formed to address a growing need for advanced mobile internet handsets from operators across the world. For more information visit [www.inqmobile.com](http://www.inqmobile.com).

Notes to editors:

Facebook, Windows Live Messenger, Skype, INQ, INQ1, Last.fm, eBay and 3 are all registered trademarks.

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Contact details:

For 3 consumer PR and reviews information, contact the 3 Monkeys, 3 press office on 020 7440 2379 or at [3@3-monkeys.co.uk](mailto:3@3-monkeys.co.uk)

For 3 business and tech PR information, please contact Kim Craine, Parys Communications on 020 7819 2463 or [kcraine@parys.com](mailto:kcraine@parys.com)

For INQ media enquiries, please contact:

- US— Candace Locklear on +510-292-8216 or at [candace@sparkpr.com](mailto:candace@sparkpr.com)
- UK- Paula Santos on +44 775 8585 875 or at [paula@spreurope.com](mailto:paula@spreurope.com)