

## **SingTel first in Asia to launch INQ Mini 3G, the ultimate 3G social networking mobile phone**

*Breakthrough handset redefines customers' social networking experience;  
Strengthens SingTel's leadership in the multimedia and social networking space;  
World's first phone fully integrated with Facebook and one click access to Twitter*

**Singapore, 14 September 2009** – Singapore Telecommunications Limited (SingTel) and INQ Mobile today announced that SingTel mobile customers will soon become the first in Asia and among the first in the world to get their hands on the ultimate 3G social mobile phone, the new INQ Mini 3G.

The innovative phone is exclusive to SingTel customers in Singapore and will hit the stores on 19 September 2009. The launch of the new INQ Mini 3G follows the global success of the first INQ Mobile phone, INQ<sup>1</sup>, which was named 'Handset of the Year' at the 2009 Mobile World Congress.

The much-awaited INQ Mini 3G by the social networking communities around the world boasts a 'carousel-style' menu with one-click access to popular social networking applications such as Facebook and Twitter. The phone is also customised to offer SingTel users a complete social experience on the move with instant access to AMPed, SingTel's social music service, and IM on Mobile.

Mr Yuen Kuan Moon, SingTel's Executive Vice President of Consumer, said: "SingTel is pleased to partner INQ and be the first in Asia to bring the INQ Mini 3G exclusively to our customers. The device complements our efforts to transform SingTel into an integrated multimedia solutions company, helping to strengthen our foothold in the social networking space, especially with the youths who are active players. We believe that INQ's unique features provide an ideal platform for our customers to enjoy a social music experience and at the same time always stay connected to their digital communities."

### **INQ Mini 3G: Innovative features that strengthen SingTel's leadership in the multimedia and social mobile space**

The INQ Mini 3G is the first social mobile phone to be fully integrated with Facebook, offering 'always on', one-click access to this popular social networking application, as well as Twitter. It also merges contacts on the mobile phone and Facebook to create the world's first 'live' address book. Customers will see the caller's latest Facebook profile picture with every incoming call. Another impressive feature is that the main

Inbox will contain separate folders for Facebook messages, pokes and requests, as well as emails and SMS, all on the same page.

Customers can multitask easily with the user-friendly INQ Mini 3G to access popular social networking services such as Twitter, email and instant messenger using its Switcher feature. They can view updates 24/7 with the 'always on' feature by simply logging in just once to these applications and staying connected even when the phone is powered off and on.

INQ Mini 3G is pre-installed with the popular Twitter service. With the 'always on' feature, Twitter fans will enjoy a one-click tweeting experience and can tweet and retweet via the Internet rather than sending an SMS.

And the light-weight INQ Mini 3G offers all these impressive application-rich capabilities at a fraction of the price of other smartphones.

Mr Frank Meehan, Chief Executive Officer of INQ, said: "We are very excited to be bringing the INQ revolution to Singapore with such an innovative partner, SingTel. INQ's social mobiles represent a real breakthrough; easy-to-use, high speed 3G handsets created to make Internet communications services accessible for everyone."

Mr Yuen added: "The online community has been waiting for the right mobile phone – function, form factor and price – that can meet their mobile social networking needs while on the move. INQ Mini 3G packs a punch with its novel features and delivers the ultimate social mobile experience to our customers, especially with INQ's complete integration with Facebook – a world's first. SingTel is making it very easy and attractive for everyone to network and even download their favourite music with AMPed on their INQ mobile device."

#### **"Are you INQ?" marketing campaign**

Last month, SingTel organised a design competition to encourage budding artists and designers to express themselves freely. Contestants had to design works based on Singapore life and incorporate interesting elements of social and music activities. The two-week competition received over 60 entries, some of which will be incorporated into the advertising campaign for the INQ Mini 3G on SingTel.

To complete the social mobile experience, customers who sign up for selected mobile plans can enjoy free AMPed and IM on Mobile services for up to 12 months.

Pricing details will be announced on 19 September 2009 when the phone goes on sale at SingTel Shops, hello! stores and exclusive retailers island-wide.

For more information on phone features, click on [www.singtel.com/INQ](http://www.singtel.com/INQ).



### **About SingTel**

SingTel is Asia's leading communications group with operations and investments worldwide. Committed to bringing the best of global communications to customers in Asia Pacific and beyond, SingTel provides a comprehensive portfolio of services that includes voice and data solutions over fixed, wireless and Internet platforms, as well as infocomm technology and pay TV.

SingTel's network of 37 offices in 19 countries and territories throughout Asia Pacific, Europe and the United States, enables it to deliver reliable and quality network solutions to its customers. Together with its regional partners, it is Asia's largest multi-market mobile operator, serving 262 million customers in eight markets.

### **About INQ Mobile**

INQ was created fill the gap in the market for high-quality, affordable phones capable of driving data usage amongst consumers. INQ calls them "Social Mobiles" because they make social networking fast, simple and intuitive - resulting in data usage patterns typically seen only on high-end devices. INQ's first mobile - the INQ1 - won 'handset of the year' at the Mobile World Congress in Barcelona. INQ draws on the strengths of its parent company, Hutchison Whampoa, which made an early investment in global 3G networks. For more information visit: [www.inqmobile.com](http://www.inqmobile.com) or follow us on Twitter @inqmobile

### **Media contacts:**

Tze Hui, Cheam  
SingTel  
Tel: +65 6838 3678  
Email: [tzehui@singtel.com](mailto:tzehui@singtel.com)

Flora Chan  
Red Dawn (Singapore)  
Tel: +65 986 32217  
Email: [media@INQmobile.com](mailto:media@INQmobile.com)