

Press Release

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Mobile-8 Launches Indonesia's First Dual-Mode Handset

*Samsung SCH-W569 is the first handset to accommodate both CDMA and GSM
With TV Mobi from Fren, TV-watching and messaging become more enjoyable*

JAKARTA, 12 Desember 2006 – PT Mobile-8 Telecom Tbk., PT Samsung Electronics Indonesia (SEIN), and Agis Electronic cooperation continues by introducing a combination of smart messaging and TV Mobi from **Fren** in a new break-through Samsung SCH-W569 cellular phone in Jakarta today. All features in Samsung SCH-W569 are now set to enable all users in enjoying services provided by **Fren**.

“We are pleased to introduce another special product from Samsung that is compatible for handset-to-handset chatting and TV Mobi. **Fren** had also tested the Samsung SCH-W569, resulting that the handset has indeed friendly features for our customers,” said **Herman TKK**, Head of Marketing of PT Mobile-8 Telecom Tbk.

Herman also explained during the launch period of Samsung SCH-W569, **Fren** will provide free number and bonus that could reach as high as Rp130.000. “The bonus will be dispersed along with free number and weekly Rp5.000 bonus during six months. In addition, since this is part of our bundling program, the bonus cannot be obtained should the consumers buy the handset without the **Fren** number” said he.

PT SEIN General Manager HHP Division R. Andi K. Utomo said, “We are very pleased and optimistic with the cooperation between Samsung and one of leading CDMA operators in Indonesia, PT Mobile-8 Telecom Tbk. Following our success cooperation when we launched ‘FrenSip’ program, we now cooperate to offer a more sophisticated device - Samsung SCH-W569 - which is compatible for video chatting, TV Mobi as well as a touch screen”.

Samsung SCH-W569 is the first *dual-mode handset* to accommodate both CDMA2000 1X 800/1900 MHz and GSM 900/1800 MHz technology in one handset. Users could have and use one GSM and CDMA number in one handset, or two numbers of either CDMA or GSM. The both SIM/RUIM slots available in the handset will also ease the users to switch communication line as needed by pushing the button located in the side of Samsung SCH-W569.

The black elegant design of Samsung SCH-W569 offers both communications and entertainment features that are easily operated through its *touch screen* feature. The *smart messaging* feature on Samsung SCH-W569 enables *video chatting* using *webcam* that can also function as 1.3 mega pixel camera. Through wide *webcam*, users could see the face of their counterpart as long as they use also the same handset, Samsung SCH-W569. In response to fast mobile communication, Samsung SCH-W569 is armed with high performance modem that would support a high speed data communication.

For entertainment users have wide option from video recorder, media composer or TV Mobi from **Fren** that would keep up users with TV programs and clips, available in landscape view mode. Samsung SCH-W569 also offers MP3 *Player* for customers to listen to their favourite songs.

“These telecommunication innovations are presented as part of our commitment to fulfil their demand that keeps on growing everyday. With 2,5G technology available in Samsung SCH-W569 and **Fren** services, we are confident that our users will be able to enjoy both entertainment and communication function. The *smart messaging* function will make live communication with others; and when they want to watch TV program, they could easily turn on TV Mobi feature. These can be done without losing GSM number,” Andi said.

The cooperation between PT Mobile-8 Telecom Tbk. and PT SEIN is also supported by Agis that will ensure availability of Samsung SCH-W569 and **Fren** package for customers. Bintoro Tjitrowirjo, President Director of Agis Electronic said that Samsung SCH-W569 has already available in Agis Electronic retail stores, *Mobile-8 Center*, and others at the retail price of around Rp4,388 million, including a Rp.10.000 *preloaded* and weekly Rp5.000 bonus for six months. Users can access the package soon after they SMS their PIN and ESN number to 2828.

Earlier, PT Mobile-8 Telecom Tbk. and PT SEIN had launched CDMA devices through “Frensip” and “FrenSip Slimo” programs. Currently, FrenSip Slimo can be used for data communication. In the future, Samsung will launch other CDMA-based *high-end* devices.

Herman added that the cooperation with Samsung has been beneficial for both parties, “Samsung is one of vendors that enormously introducing new innovative products which stress not only on function but also in designs.”

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