



For users like Stephanie, the new generation in their twenties, the quality service and branding provided by SmarTone-Vodafone is definitely the best choice to bring them satisfaction and confidence.

# Mobile Broadband breathes life into MobArt Gallery

During her stay in London, Stephanie Chung fully experienced the importance of bringing art into daily life. After finishing her studies at Oxford University, majoring in Economics and Management, she worked in London for several years before deciding to come back to Hong Kong to pursue an exciting business proposition. MobArt Gallery turns ordinary chill-out spots, such as restaurants and coffee shops, into a stage for young and newly emerging Hong Kong artists to exhibit their diverse work. Infusing daily life with a much-needed creative flourish, the MobArt Gallery will soon make Hong Kong a global hotbed for modern art.

## Mobile Broadband powers MobArt Gallery On-the-Go

Stephanie's job requires her to travel constantly, without a fixed working environment. Therefore, a mobile office, which offers her the freedom to go on-line at anytime, has become a necessity. "I spend 90% of my working hours outside the office just to keep up with the operation of the MobArt Gallery. I often have meetings with restaurant owners at their restaurants and I visit art studios everywhere. With SmarTone-Vodafone Mobile Broadband I can go on-line anytime, anywhere. It even fills the gaps between my busy meeting schedule, which saves me a great deal of time and further enhances my efficiency at work."

## The Flawless On-line Experience of Mobile Broadband

The experience of working in the extremely competitive finance industry has made Stephanie a perfectionist, a principle she has applied to her choice of broadband service today. "Stability and speed always comes first when we are talking about good Internet service. This is especially true to me because I always need quick downloading speed for grabbing samples of artwork from different artists' websites for clients' reference. Long waiting periods and slow downloading is absolutely unacceptable and can be extremely embarrassing."

Stephanie clearly understands her needs, knowing that Wi-Fi will never be her choice. "The connectivity and also the speed of Wi-Fi can be unstable, very often it gets stuck and experiences break-offs. Hotspots are difficult to find and that makes it even more inconvenient. There are also loopholes in its security

system, which makes it too risky to be used for handling images protected by copyright. On the contrary, the high security level of SmarTone - Vodafone Mobile Broadband gives me the confidence to go-on-line at anytime.

## Great Value for Utmost Convenience at \$188 per month

Cost efficiency is also one of the biggest concerns for business starters. "I get unlimited usage for only \$188 per month. I can stay online both at home and back in the office. There is no need to apply for fixed-line broadband services now. It is simply a bargain!"

"I know that some broadband services claim that they can provide a speed of up to 100Mbps. I personally find this unnecessary as I have noticed that, for normal browsing on the Internet, it only takes up a few hundred Kbps. Even when I am watching video clips, it still only requires 1 to 2Mbps. On the other hand, factors such as the capacity of Internet servers and the usage of International Private Leased Circuits (IPLC) can all influence the Internet speed. In practical terms, it doesn't seem convincing to provide a speed of 100Mbps."

## Attentive Service from our Experience Store

Stephanie has paid a visit to the SmarTone-Vodafone Experience Store in Central. Not only was she impressed by the comfortable environment, she also highly appreciated the store assistants who explained the services in a clear and simple way.

Stephanie is a user from the new generation who is demanding and uncompromising, yet she is now madly in love with our SmarTone-Vodafone Mobile Broadband.



"I can easily communicate with my friends through Instant Messaging, browse photos, messages and friends' updates on Facebook at anytime. Despite the fact that I am in Hong Kong, I can still listen to my favourite radio programme in London. SmarTone-Vodafone Mobile Broadband is definitely the best partner in my daily life."

## MobArt Gallery



Considering how busy Hong Kong people are, Stephanie thinks that instead of asking them to visit the art gallery, we can simply inject the beauty of art into their daily lives. She has therefore utilized the benefits of MobArt Gallery to showcase a variety of art pieces in public spaces, supporting and seeding young artists in action.

## MobArt Exhibition:

### Transcendence :

From 30 April to September at Drawing Room, JIA Boutique Hotel

### Lost Things :

From mid-June to September at Epoch

For more information please go to : [www.mobartgallery.com](http://www.mobartgallery.com)



Enquiry Hotline: 2880 2622 [www.smartone-vodafone.com](http://www.smartone-vodafone.com)