

## TCL Communication Unveils the ALCATEL One Touch Net Mobile Phone

### *Preloading Makes Leading Yahoo! Products Easily Accessible To Mobile Users in Emerging Markets*

**SINGAPORE -CommunicAsia - June 15, 2010** – TCL Communication today announced the availability of the ALCATEL One Touch Net mobile phone. The device is an affordable solution tailored for users in emerging markets, including India and South East Asia, and targeted to consumers who want to stay connected to leading Internet services through their mobile phone. A suite of Yahoo!'s leading products are pre-loaded and directly integrated into the device, allowing consumers to stay connected to the people and things that matter most to them at the click of a button. TCL Communication leveraged Yahoo!'s content and communication APIs to build a compelling Internet experience directly into the mobile device.

With its ergonomic QWERTY keyboard and the special optical trackpad, the ALCATEL One Touch Net phone was designed for easy navigation, communication, and Internet services. The ALCATEL One Touch Net includes easy access to Yahoo! Mail, Yahoo! Messenger, Yahoo! Homepage, Yahoo! Search, Yahoo! Social Pulse, Flickr, and Yahoo! Address Book and Calendar.

The ALCATEL One Touch Net phone is a powerful and comprehensive mobile device, including 80 megabytes of memory, a 2 megapixel camera, an MP3 player, FM radio and stereo Bluetooth 2.0 technology.

TCL Communication leveraged Yahoo!'s APIs to offer a customized, completely integrated Internet experience - above the OS layer - powering all of the phone's Internet services including:

- **Yahoo! Mail** - Access your favourite Web mail features: Read, reply, compose and send mail – with push alerts; view attachments; get to your personal mail folders; and organize messages by customizable groups.
- **Yahoo! Messenger** - Message your friends reliably in real time: view their availability and quickly see their status messages; update your own status; and show your style with emoticons, avatars, or photos.
- **Yahoo! Contacts and Calendar** - Look up and/or add contact information and update your calendar.

- **Yahoo! Homepage** – One button access to Yahoo!'s mobile homepage – the world's most advanced mobile homepage. Bring together your favourite content and services from anywhere across the Internet to one location - all on the gorgeous 2.4 inch display.
- **Yahoo! News** – Get up-to-date headlines from Yahoo! on the home screen, so consumers will have the latest news brought to them.
- **Yahoo! Search with Voice** - Consumers can search for anything, including locations, news, Web site names, and more by simply speaking. Yahoo! Search with Voice lets consumers perform "wide open" searches - returning relevant results for practically every kind of query. Simply speak whatever you are looking for and have access to instant answers and relevant information.
- **Yahoo! Social Pulse** – Provides a dynamic overview of what friends are up to, including recent photos, their status, profile updates, and recommendations across popular social networks; allows users to easily connect with people, and/or update their status across multiple social networks at once.
- **Flickr** - Take, share, and discover photos and videos; geo-tag photos; and email them to your Flickr account from your ALCATEL mobile phone.

“With the pre-integrated Yahoo! leading services in ALCATEL handset, we aim to provide the best mobile user experience at an affordable price to the emerging market users.” Said Albert Wong, Executive Vice President of TCL Communication, “We believe Yahoo!'s world class internet services will enable ALCATEL mobile phones to address millions of potential users who wants to enjoy the Yahoo! services on the go.”

“As part of Yahoo!'s commitment to delivering highly compelling mobile services to consumers in emerging markets and growing audience in those markets, we partnered with TCL Communication who designed an affordable mobile phone that will offer consumers a personally relevant Yahoo! experience,” said Irv Henderson, vice president of Product Development, Yahoo! Mobile and Local. “This partnership enables Yahoo! to provide consumers in emerging markets with a highly-discoverable and truly compelling Internet experience, encompassing communication, content and search services to connect consumers with the people and things that matter most.”

The One Touch Net is expected to become available in select markets in Q3 2010.



### **About ALCATEL mobile phones by TCL Communication**

ALCATEL mobile phones is managed by TCL Communication listed at the Hong Kong Stock Exchange (HKSE: 2618). TCL Communication aims at becoming a leading mobile phones manufacturer, offering the best alternatives on the market with a line of solutions for end users and market operators. The company focuses on six main areas: GSM, CDMA, data cards, Accessories, ODM and Brand Design Lab business unit dedicated to products on license and customised projects. TCL Communication is an innovative Mobile Phone Design House designing cutting-edge mobile phones. Its mission is to create products with a captivating user experience, at the best possible market price. Through the use of two brands - ALCATEL mobile phones and TCL - TCL Communication is revolutionising next generation mobile communications with its unique design and competitive prices.