

the **X** factor

*3 starts a mobile revolution*

IT IS BEING described as a glimpse into the future of telecom – a mobile revolution that unleashes the true power of the Internet over the mobile phone. 3 Group has launched a landmark suite of services that allows people to communicate, find information and be entertained in ways they have never been able to do before using a mobile handset. And all for a flat fee.

Since the announcement in November 2006, the X-Series offering has received enthusiastic coverage in the media and encouraging response from customers. To see exactly how it is changing the way people communicate and its impact on the daily life of a 3 customer, take a peek at John's diary.

## Monday

9.30am: Picked up my new handsets, the Nokia N73 and the Sony Ericsson W950i. Both look great. Decided to give one of them to my neighbour Isabelle for her birthday to thank her for keeping an eye on my house while I was in Hong Kong. Text Dave and Emma to make them jealous. It worked!

12.30pm: Business lunch with Trixie and Damian from the advertising agency – great excuse to show them all the new X-Series bells and whistles. They loved the Slingbox feature that lets you watch programmes showing on your TV at home. We watched their favourite soap live on my mobile at the restaurant. Wicked.

## Tuesday

Working from home today. It's so convenient – the subscription includes all I can Skype, all I can chat by instant text message and all I can search and browse. All done on the mobile of course. Finished the big report for Roger by 4 pm. Went to the gym for a workout. Downloaded my playlists and favourite pictures from the PC using Orb. Quiet night.

## Wednesday

7.30pm: Important fashion show in Knightsbridge; lots of industry heavyweights there and gorgeous models everywhere. This is the life. Received lots of admiring comments about the new phone. People are just amazed by how versatile it is. One American designer even asked to borrow my handset to bid for a beautiful antique Afghan carpet on eBay. I've made a friend! Home before midnight. Need a good night's sleep because of the big meeting tomorrow.



Sony Ericsson



## Thursday

Today was nearly a complete disaster. Twenty minutes before the meeting with potentially our biggest client, my business partner Charlie realises he has left our digital presentation back in the office. Then inspiration strikes. I access my PC at home using the Orb function on my mobile and download my copy of the file. Presentation goes like a dream and we should sign the contract next week. Thank you X-Series!

Spend rest of the day e-mailing and text friends about my narrow escape from disaster. This is how the Internet was meant to be!

## Friday

To Brighton by train for a business meeting with Tara and Penelope about the restaurant project.

Spend the whole journey searching Google and Yahoo! to check out the latest food and beverage trends. Meeting went well and they loved the idea about the glass-fronted kitchen. I think we are on to a winner. Check traffic conditions on the mobile and arrive home before the rush hour. My stocks are up too.

Dinner with Patsy and Daniel at a cool Japanese restaurant in Islington. Great sashimi and interior décor to match. Take some pictures on the phone and e-mail them to Tara and Penelope. Not a bad day's work.

## Saturday

Party at Ned and Diana's. Nightmare – they don't have satellite television, so I thought I'd have to miss the big football game. But

X-Series and Slingbox come to the rescue. Use the mobile to watch the game live at the party – big hit with the soccer fans at the party (not so sure about Ned and Diana though!). Drop in at my favourite club after midnight and bump into Charlie from work. He buys the drinks to say thanks for Thursday. I tell him he needs a new phone!

## Sunday

Sleep late and flick through the newspapers over breakfast. There's an article about the launch of the X-Series – "It is the perfect present for the person who has everything but would also like it concentrated into a handset less than two inches wide." I couldn't have put it better myself!

It's Isabelle's birthday tomorrow, so I wrap the new handset and sign the card with a big kiss. Perhaps I should ask her out for dinner?