



MEDIA RELEASE

**Conexus showcases apps of member countries at
2014 Mobile World Congress**



25 February, 2014 - Conexus, one of Asia's largest mobile alliances, is showcasing a host of apps from its member countries to participants of the Mobile World Congress (MWC), the world's biggest gathering of mobile industry leaders.

Set to draw tens of thousands of participants from all over the world, this year's MWC will run from February 24 to 27 in Barcelona, Spain. The event features over 1,700 exhibitors and an impressive line-up of visionary keynote speakers headlined by Facebook CEO and founder Mark Zuckerberg and IBM chair and president Virginia Rometty.

Taking part in this big exchange of insights and latest trends, Conexus is setting up an NFC-enabled digital signage to conveniently share information and apps developed by its member countries to MWC attendees.

The Conexus digital signage is located at Hall 3 of the Connected City, where leading mobile networks and manufacturers unveil cutting-edge products and technologies.

Using their smartphones, MWC participants may conveniently explore the apps by simply scanning the NFC tag on the Conexus digital signage.

The available apps developed by Conexus members include: Genie, an app developed by KT that allows previews and downloads of K-Pop tracks; APPvisor (StarHub), which collates recommended apps for easy reference; MySmartEye (StarHub), which helps the visually impaired discover the world around them through the innovative use of crowdsourcing; and SmartWallet (StarHub), which allows users to pay for goods and services with just a tap of their NFC smartphone.

Other apps recommended by Conexus members are: coromo, (NTT DOCOMO) which provides stunning homescreens for smartphones; Bitstrips (Hutchison Telecom Hong Kong), which allows users to make fun comic strips for sharing with friends; and Ginger (Hutchison Telecom Hong Kong), a convenient spell check and grammar app. Also featured in the digital signage are: Mini Piano (KT), which offers a fun and easy way to learn and play the piano; Destiny Defense: Angel or Devil 2 (KT), an action-packed strategy game; and TS Translator (KT), a convenient language translator that uses voice recognition.

Boasting a combined customer base of about 280 million mobile subscribers in its members' markets, Conexus alliance members include leading mobile networks such as StarHub (Singapore), Indosat (Indonesia), Smart (Philippines), Far EasTone (Taiwan), KT (Korea), NTT DOCOMO (Japan), Hutchison Telecom Hong Kong (Hong Kong), True (Thailand), MTNL (India), and Vinaphone (Vietnam).

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About Conexus

Established in April 2006, Conexus Mobile Alliance is one of Asia's biggest mobile alliances. The alliance is formed to primarily develop and enhance international roaming and corporate mobile services for greater convenience and ease of use for its members' customers. The alliance boasts a combined customer base of over 280 million mobile subscribers and is committed to promoting voice, video and data roaming via its members' GSM/GPRS, W-CDMA networks and/or LTE networks.

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