

Brussels, 12 May 2009

Proximus introduces the Android-powered HTC Magic™ smartphone

Fast and easy access to information on the web and to many useful and fun applications

At the beginning of June, Proximus will bring the HTC Magic, the latest Android-powered mobile phone, in exclusivity onto the Belgian market. This new Internet-enabled phone enables fast and easy access to information on the web, embedded Google™ mobile applications (including Google Search™, Google Maps™, Gmail™, YouTube™ and Google Talk™) and to many useful and fun applications on the international Android Market.

The Internet has become an integral part of everyday life for much of the population, and a driver of innovation in many Belgian business sectors. For some time now, an increasing number of Proximus customers have been using the same kinds of services and applications on mobile phones and laptops as they already enjoy on their home or work computers. The launch of the Android-powered HTC Magic is in direct response to this growing interest, and forms an important part of the Belgacom Group's strategy of providing highly innovative and intuitive products and services for its customers.

The HTC Magic will be the first handset available in Belgium running on the innovative open source Android mobile software platform, and will take advantage of Proximus's state-of-the-art 3G network to deliver a highly intuitive, easy to use mobile web experience with adapted mobile internet tariffs. Users will be able to fully customize their phones by downloading useful and fun mobile applications from the integrated Android Market.

Users of the HTC Magic will benefit from an optimized way to access the Internet via their mobile phone. The handset gives one-touch access to several embedded Google applications, such as Google Maps for Mobile, Gmail, YouTube, Google Calendar™ and Google Talk. Users can keep up to date with social networking sites, search for locations and information, or upload pictures to image-sharing websites.

Proximus's HTC Magic will feature specific HTC developed software. This will offer customers a virtual keyboard and HTC smart dialer, but the real advantage is the availability of Mail Exchange, Quickoffice and PDF viewer. As it will be the first generation Android to support Microsoft Exchange making this a business-grade smartphone, Proximus, together with Euremis, will provide implementation and customer support services on Android for the local business market.

The Proximus HTC Magic will feature a full touch screen with trackball for easy navigation and an advanced soft keyboard. It allows high-speed connection to the Internet thanks to its up to 7.2 download (HSDPA) and 2.0 upload (HSUPA) speeds. Customers will benefit from a GPS functionality, a 3.2 megapixel camera/camcorder with photo sharing capabilities, Wi-Fi, Microsoft Exchange, Quickoffice and PDF viewer. The handset will be available in white and will be sold with a 2 GB memory card.

The handset will be available at the beginning of June in Proximus and Belgacom points-of-sale and via Proximus's e-shop (www.proximus.be). The HTC Magic will retail at €449, incl. VAT & Recupel charge.

As from today, consumers wishing to be kept updated on the HTC Magic's arrival can register their details at www.proximus.be/magic. Consumers will be able to test the HTC Magic in the 60 Bizz corners of the Belgacom Shops.

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