



an **axiata** company

**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

**CELCOM AND LG LAUNCH THE FIRST 3D RECORDING TABLET**

*- Available with Celcom Broadband Basic 4GB from RM1738 OR Broadband Advance 6GB from RM1668 -*

**KUALA LUMPUR, 29 JULY 2011 – Celcom Axiata Berhad**, the first and foremost mobile telecommunications provider in the country, ties up with LG to offer the **LG Optimus Pad, the first 3D (three-dimensional) recording content generator tablet** to all tablet enthusiasts out there. Customers can experience this new 3D recording tablet on Celcom's widest data network from as low as RM1,668 (recommended retail price is RM2,199). They can choose from two Broadband package plans – Celcom Broadband Basic 4GB or Broadband Advance 6GB with monthly commitment of RM68 and RM98 respectively.

Targeting customers who prioritize mobility and usability, this tablet has a comfortable single-handed grip that comes on the Android Honeycomb platform powered by dual core processor, optimized for faster web-browsing and true multi-tasking. As an added bonus, customers will also receive a special rebate of **RM10 for 12 months** if they sign up for Celcom **Broadband Basic** and Celcom **Broadband Advance**.

"Celcom is pleased to be the first telco to offer this innovative 3D recording tablet, giving our customers the best distinctive experiences. The partnership between Celcom and LG aims to ensure that both technologies are integrated, so that our combined customers may enjoy enhanced experience of services, availing them with Celcom's widest network connection and mobile internet that are all ready to be dispensed to those who are fond of maximum opportunities in one strike," said **Zalman Aefendy Zainal Abidin, Chief Marketing Officer of Celcom Axiata Berhad** adding that Celcom will continue to establish partnership with renowned device manufacturers to introduce

the latest tablets to our existing lineup to meet the varied needs and demands of our customers.

### **About LG Optimus Pad**

The LG Optimus Pad tablet is an exciting tablet that comes on the Android Honeycomb platform which will give users a definitely smooth experience of the amazing technology. Google maps offered on the device are also improved and users will feel the best 3D effects that make the display more attractive. The LG Optimus Pad device will also give users the great connectivity options and the full WiFi support, coupled with the GPRS and EDGE connections. Its high resolution camera enables users to record the videos in 3D with amazing effects and at the same time, makes the images more realistic with its dual 5MP camera.

The LG Optimus Pad experience, bundled with Celcom Broadband package plans tailored exclusively for Celcom customers, enables them to stay connected with amusing networking activities and also execute several functions that can only be performed by a computer. Equipped with amazing 3D recording capability, Celcom customers can watch video and enjoy 3D video recording, listen to music, access internet such as Google search, maps, emails, Youtube, Google talk, Digital compass, Document viewer/editor, Organizer, and many more applications.

So, what are you waiting for? Hurry and grab this much awaited LG Optimus Pad tablet at selected Celcom Blue Cube outlets as well as participating Celcom branches nationwide now. For more information on LG Optimus Pad attractive packages, please visit <http://www.celcom.com.my/smartphones/index.php>.

- End -