



a step ahead

## MTS India Launches The Most Affordable Android Smartphones In The Country; MTS MTag 3.1 and MTS Livewire Priced In The Sub Rs.5000 Category

~Powered by Qualcomm's Snapdragon™ S1 processor, MTS MTag 3.1 and MTS Livewire run on state-of-the-art CDMA EV-DO technology ~

- Company plans to make available MTS MTag 3.1 and MTS Livewire through attractive value for money usage bundles including free talk-time, free SMSs, free data usage and a lot more.
- Running on Android 2.2 Froyo, MTS MTag 3.1 & MTS Livewire would enable customers to get access to more than 200,000 applications.
- Dr. Paul E. Jacobs, Chairman and CEO, Qualcomm, participates in smartphones launch at its signature event, IndiaOn.

**Gurgaon, August 30, 2011:** Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 12 million wireless customers today launched India's most affordable Android Smartphones – MTS MTag 3.1 and MTS Livewire, both incorporate Qualcomm Incorporated's Snapdragon S1 processors, and are both priced in the sub Rs. 5000 category. With a view of taking the power of Android to the masses, the company made this announcement at Qualcomm's signature event, IndiaOn, held in New Delhi with Dr. Paul E. Jacobs, Chairman and CEO, Qualcomm, in attendance.

Running on state-of-the-art CDMA EV-DO Rev A. technology, MTS MTag 3.1 and MTS Livewire support high quality voice and net enabled data services. Snapdragon mobile processors are complete solutions that adapt to real-time demands, so users can do everything while ensuring extended battery life.

**According to Vsevolod Rozanov, President & CEO, MTS India,** "I am immensely pleased to announce the launch of MTS MTag 3.1 and MTS Livewire Smartphones, incorporating Qualcomm's Snapdragon S1 processors. This initiative has been designed to take the power of Android to the masses. Launched in the sub Rs. 5000 category, these are the most affordable Android Smartphones in India. This launch is in line with our endeavor to stay a step ahead in providing the most innovative telecom solutions to our customers. I thank our handset partners ZTE and Huawei for making this possible."

"Qualcomm congratulates MTS for the launch of MTS MTag 3.1 and MTS Livewire. Combining the power of the Snapdragon processor and the much sought after EV-DO mobile broadband connectivity, these devices will revolutionize smartphone experience for the masses," **said Dr. Avneesh Agrawal, President, Qualcomm India and South Asia.**

### **MTS MTag 3.1 From Huawei**

The sleek MTS MTag 3.1 comes with a 2.8" capacitive touch-screen offering 240x320 pixels display. Supporting Multi-format Audio/Video player with 3.5mm jack, MTS MTag 3.1 is packed with a 3.2 megapixel camera. The phone also has the MTS TV application allowing its users on the go access to Live TV and On demand video playback. MTS MTag 3.1 provides easy access to Google Mail, YouTube, Google Talk and Google Maps. The powerful Voice Search lets the users find information without having to type anything.



**Speaking on the occasion Max Yang, CEO Huawei India said** “We are delighted to partner with MTS India to bring the most affordable Android Smartphone to India. MTS MTAG 3.1 comes loaded with a host of features including Voice Search and a 3.2 megapixel camera. It is targeted at mobile entrepreneurs and business executives who need to stay connected while being on the move”.

### **MTS Livewire From ZTE**

MTS Livewire runs on state-of-the-art CDMA EV-DO network providing access to Hi Speed Internet. The Smartphone provides easy access to Google Mail, YouTube, Google Talk and Google Maps. The powerful Voice Search lets the users find information without having to type anything. The Android market place provides access to over 200,000 applications.

**Speaking on the occasion Cui Liangjun, CEO, ZTE India said** “We are committed to bring high end mobile Internet experience to the masses. It is this belief that has got us to partner with MTS India to launch MTS Livewire. This handset provides a great customer experience including on the go access to Live TV and on demand video playback.”

Both the Smartphones – MTS MTAG 3.1 (Huawei C8511) and MTS Livewire (ZTE N600) are equipped with Android 2.2 *Froyo* to provide users an unmatched experience while accessing High Speed Data on the move. The Android market place opens up a world of Value Added Services providing access to more than 200,000 applications.



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### **About Sistema Shyam TeleServices Ltd**

Sistema Shyam TeleServices Ltd (SSTL) is a venture, involving equity participation by Sistema {LSE: SSA} of Russia, the Russian Federation and the Shyam Group of India. Sistema is the majority shareholder in the joint venture company which operates its telecom services under the MTS brand. MTS is well recognized in India and worldwide for its commitment to high quality and innovative telecom solutions. MTS has recently been ranked by Millward Brown as 80th most valuable brand in the world. In a short span of time, MTS in India has over 12 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 9 Lakh customers in over 200 cities across the country. For more information, please visit [www.mtsindia.in](http://www.mtsindia.in)

### **About Qualcomm**

Qualcomm Incorporated (NASDAQ: QCOM) is the world leader in 3G and next-generation mobile technologies. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of wireless communications, connecting people more closely to information, entertainment and each other. Today, Qualcomm technologies are powering the convergence of mobile communications and consumer electronics, making wireless devices and services more personal, affordable and accessible to people everywhere. For more information, visit Qualcomm around the Web:

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