



Now TV introduces “Now H1”, the new Android TV box which makes homes smarter

Supporting English and Cantonese Google Assistant and smart home devices

HKT (SEHK:6823) – HONG KONG, 24 May 2022 – Now TV, the media entertainment arm of HKT, today launched Now H1, a smart device that runs on the Android TV smart operating system (“OS”) and enables Now H1 users to enjoy a world of entertainment with Now TV movies, drama, sports and edutainment, as well as all their favourite personal apps from Google Play¹.

Being Hong Kong’s number one pay-TV operator, Now TV is constantly enhancing its service offering to provide the best content and viewing experience to customers. With the launch of Now H1, through Google Assistant², customers can easily control their Now TV, Now H1 and smart home devices – all with just their voice.

The built-in Google Assistant, which supports voice commands in both English and Cantonese, is among the latest enhancements for Now TV, helping to enrich the entertainment experience for customers. In addition to asking Google Assistant for weather information, Now TV customers can press the Google Assistant button on their remote to switch channels, play their favourite TV show, look for soccer match schedules, and even get programme suggestions, simply by using voice commands in English or Cantonese.

Smart device control³ is another highlight of Now H1. Google Assistant can operate smart devices that are linked to the same home via the Now H1 remote control. Now TV customers can use it to activate their lights, air-conditioner, Now TV and even home security system.

Now TV customers can also download and access their favourite apps from Google Play. For customers’ added convenience, Now TV has handpicked leading entertainment apps and preloaded them on Now H1, such as HBO GO, ViuTV, Viu, Da Vinci Kids, Netflix, Red Bull TV, Bloomberg and Deutsche Welle⁴.

Mr Derek Choi, Managing Director of HKT Home, said, “We are thrilled to introduce Now H1, the all-in-one home companion, to families in Hong Kong. Integrated with Google Assistant, Now H1 takes home entertainment to the next level. Viewers are able to operate the box and discover Now TV content using Google Assistant in English as well as our local language, Cantonese. Furthermore, we are integrating popular apps from around the world with Now H1, allowing customers to access home entertainment using the same box without switching between devices and accounts. Customers can also enjoy the added convenience brought by connected smart devices.”

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Mr Choi added, “Committed to bringing enthralling entertainment options to our audience, Now TV will continue to explore the possibilities presented by emerging technologies. Through applying state-of-the-art innovations and utilising the latest gadgets, we shall strive to further enhance the home enjoyment and viewing experience.”

Mr Michael Yue, General Manager of Sales & Operations of Google Hong Kong, said, “We are excited to collaborate with HKT to combine Android TV with its new Now H1 device, providing a smart entertainment experience that the whole family can enjoy. In addition to the robust content library from Google Play, with Google Assistant built into Now H1 with Android TV, people can easily discover the Now TV content library and control smart home devices using a simple voice command. We look forward to more innovations with developers and ecosystem players that build for the big screen.”

All Now TV customers can take advantage of the enhancements introduced by Now H1 for just HK\$48 a month, with a 24-month commitment period⁵. Now TV also offers attractive packages for customers to experience smart living services.

For subscription details, please call Now TV at 2888 0008 or visit <https://www.nowtv.now.com/page/h1>

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¹ Requires network connections. Subject to Google Play Terms of Service.

² Requires network connections. Subject to Google Terms of Service.

³ Requires network connections and compatible device(s). Subject to Google Terms of Service.

⁴ Apps will be rolled out by phase. Subject to users' subscription and the terms and conditions of such Apps.

⁵ Terms and conditions apply. Now H1 is only applicable to designated areas in Hong Kong.



Mr Derek Choi, Managing Director of HKT Home (left), and Mr Michael Yue, General Manager of Sales & Operations of Google Hong Kong, introduce Now H1 to families in Hong Kong.

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About Now TV

Now TV is the leading pay-TV service in Hong Kong and the media entertainment arm of HKT, Hong Kong's premier telecommunications service provider and a leading innovator.

Since its launch in 2003, Now TV has been offering top-notch live sporting events and world-class entertainment programmes, delighting viewers with movies and TV series they love and keeping customers informed with quality news and documentaries. From Asian to Western, local to international, STEM for kids to infotainment, Now TV has something for everyone. Customers can access Now TV's premium content on demand and through linear TV channels as well as the companion apps Now Player, Now Sports and Now Player Junior.

Now TV Official Website: www.nowtv.hk

Now TV Official Facebook Page: www.facebook.com/NowTV.hongkong

About HKT

HKT (SEHK: 6823) is Hong Kong's premier telecommunications service provider and a leading innovator. Its fixed-line, broadband, mobile communication and media entertainment services offer a unique quadruple-play experience. HKT meets the needs of the Hong Kong public and local and international businesses with a wide range of services, including local telephony, local data and broadband, international telecommunications, mobile, enterprise solutions, FinTech, e-commerce, big data analytics, media entertainment including the provision of interactive pay-TV services, and other telecommunications businesses such as customer premises equipment sales, outsourcing, consulting and contact centres.

HKT is the first local mobile operator to launch a true 5G network in Hong Kong with differentiated value-added services. Backed by its substantial holding of 5G spectrum across all bands and a robust and extensive fibre backhaul infrastructure, HKT is committed to providing comprehensive 5G network coverage across the city.

HKT delivers end-to-end integrated solutions employing emerging technologies such as 5G, cloud computing, Internet of Things ("IoT") and artificial intelligence ("AI") to accelerate the digital transformation of enterprises and contribute to Hong Kong's development into a smart city.

Riding on its massive loyal customer base, HKT has also built a digital ecosystem integrating its loyalty programme, e-commerce, travel, insurance, big data analytics, FinTech and HealthTech services. The ecosystem deepens HKT's relationship with its customers, thereby enhancing customer retention and engagement.

For more information, please visit www.hkt.com.

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