

Right on the Spot

Famed architect Joey Ho says he's addicted to HSPA Mobile Broadband and tells us why he doesn't fancy hotspots.

For modern day Internet junkies who are more attached to their laptops and mobiles than ever, nothing is more frustrating than failing to get a free ride on the wireless Internet at Wi-Fi hotspots. Especially at places where we think we most deserve to. Indeed, we would be on cloud nine if only we could grab a nice cappuccino, login to our Facebook accounts and start showering praise (or expletives) upon our netizen pals, while confident of our ability to get all work projects completed as scheduled.

Imagine a guy who spends most of his time outside the office and whose work really relies on his laptop. It would be more distressing than disappointing if he couldn't get the connections he needs and expects. Broadband on-the-go is imperative for his success, not because he's desperate about courting somebody online (he's already happily married with an adorable daughter, he says) but because it has become the lifeblood of his business.

Meet Joey Ho, the talented **Taiwan-born** architectural designer whose interior designs have been featured in over a dozen magazines. Within a mere decade, Joey has built an impressive reputation from his work here in Hong Kong with a number of awards already cluttering his mantelpiece.

As a result, business keeps pouring in and he's always out and about, conducting marathon meetings with homeowners, rarely to be found within the confines of his own office. Introduced by his friends, Joey has begun a new working relationship with **SmarTone-Vodafone Mobile Broadband**, which can be used just about anywhere, including construction sites, where Joey might hardly hope to



Interior designer and architect Joey Ho is more at ease with himself these days. He believes the ease of his broadband connection has greatly improved his juggling act between work and personal interests, namely his design bookstore.

find broadband access, let alone Wi-Fi.

"I recalled one incident on site, where our contractor pointed out that the pipes were not shown in our blueprints. So immediately we got online through Mobile Broadband. We asked our colleagues at the office to make the modifications and they emailed it over instantly," Joey says. "It saves us a lot of time without running back-and-forth to the office. Given my hectic schedule, re-scheduling is the last thing I want."

Running a Mobile Command Centre

Joey relies on **Mobile Broadband** when he's meeting with his clients, wherever they happen to be. Joey

is glad that he has made the right decision to use **SmarTone-Vodafone Mobile Broadband**. It provides stable performance and full coverage, which other Internet access means, such as Wi-Fi, simply cannot match. Apart from instability and limited coverage, Joey is most concerned about the security issues of Wi-Fi. Data leakage is common for a low security Wi-Fi network. "Sometimes I will use my laptop and show my clients the layout for instant feedback on certain furnishings. Then I will have to ask my colleagues to get the specific information and email me the revised layout so that I can present it to my clients there and then." For the last few months, Joey has been relying on **SmarTone-Vodafone Mobile**

Broadband to deliver his own service and the end result is: happier clients.

Setting up the **Mobile Broadband** requires little more than plugging in a USB modem and installing the software to one's PC. The installation process is automatic and takes only a short while to complete. For a mere \$188 a month, Joey gets up to 3.6Mbps download and 2Mbps upload speeds, with unlimited local broadband usage. The HSPA network that the service rides on promises reliable, super-fast connection speeds anywhere he goes.

So far, Joey is content with the service and thinks the speed is more than fast enough for his daily routine. He even asks his clients to consider replacing their fixed line service with **Mobile Broadband** in order to get rid of all the messy wiring at home. "More often than not, wires do not sit well with a sleek, contemporary design." Joey says.

He admits **SmarTone-Vodafone Mobile Broadband** also allows him to better manage his time and gives him an edge on multitasking.

"Most of the time when I am online, I am communicating with my colleagues, who always have some problem that requires my immediate attention," Joey explained. For the 10 designers in his office, it is a blessing that Joey carries his laptop around. It is the best channel to keep in touch with their absent boss and bombard him with any queries on the minute details of the designs, which always demand close examination of the blueprints on his laptop screen.

Joey has heard of some fixed broadband operators claiming a broadband speed of up to 100Mbps. However, according to his knowledge, Internet speed depends on many different factors, such as the IPLC traffic/congestion and Internet servers' capacity. Thus, he suspects that the speed of 100Mbps is just a



The USB modem supports data transfer with up to 7.2 Mbps download and 5.76Mbps upload, depending on the price plans.



Joey has plans to go broadband-overseas and he's happy that the white and sleek USB modem from SmarTone-Vodafone supports roaming in over 190 countries with HSPA/3G/GPRS coverage.



Now that Joey has broadband on-the-go, it's rare that one would ever find him idling between meetings.

marketing gimmick and actually cannot be provided.

Nevertheless, as a general user, 100Mbps is totally unnecessary for him. It takes around a few hundred Kbps for him to browse websites, and just 1 to 2Mbps for viewing short videos. Basically, there are very few Internet applications that require speeds beyond 8Mbps.

Aside from his designing routine, Joey also owns and manages a design bookstore located in Causeway Bay. Ever since he started using broadband with his laptop, he says he can liaise with his partner and distributors online, and better utilize his idle time

between meetings taking care of this side of the business.

With full confidence in the values of **SmarTone-Vodafone Mobile Broadband**, Joey relishes the opportunity to try it out when he's traveling abroad.

"Currently, my work requires me to pay frequent visits to Hangzhou, Suzhou, Shanghai and Guangzhou and I am also working on a design project in Singapore. It would indeed be great if I could use broadband in those places." Joey says. "If nothing else, I can impress my clients with my chicer side. In this industry, it's all about image, you know."

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