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**INNOMEDIA BREAKS NEW GROUND WITH ENTRY-LEVEL  
MTA 5410S VIDEOPHONES FOR THE MASS MARKET**

**Singapore – 30 May 2005** – InnoMedia™, a leading supplier of Internet and broadband access IP telephony solutions, today unveiled the new generation of entry-level videophones with innovative features such as 3G interoperability and Voice-over-IP International call capability. The MTA 5410S videophones feature a stylish yet classical design, in a black and grey color combination, as well as a simple to use icon-based graphical user interface.

**Videophones for Everyone**

The MTA 5410S is targeted and built for all value conscious consumers. With quality at the heart of its design, the aesthetic appeal and interoperable capabilities of the third generation of videophones is a testament of what it does best, delivering high quality IP video telephony.

“The MTA 5410S is designed with a classical touch and ease of use that will appeal to the general public, especially with a competitive pricing that will enable carriers to put a videophone in every household,” says Mr. Alex Chua, Senior Director, Product Management, InnoMedia Pte Ltd.

With the success of InnoMedia videophones that are currently in use throughout Hong Kong through a video telephony service called VFone, offered by CK Communications and Hutchison Global Communications, the portfolio of videophone availability to the masses will be increased with the introduction of the MTA 5410S in June/July 2005.

“I am looking forward to the new model with the innovative features and competitive pricing. This will enable us to bring the benefit of video communications to many more customers.” says Mr. Gerald Ma, Director of CK Communications Limited.



### **3G Mobile System Compatibility**

The MTA 5410S is compatible with 3G networks and mobile videophones. Calls can be made between fixed line videophones and 3G mobile videophones, enabling face-to-face communications between homes, offices and mobile users on the road. Currently, with the Vfone service in Hong Kong, subscribers are making calls to Hutchison 3's mobile 3G users, even when they are roaming.

### **Support Firewall / Border Traversal Solution**

The MTA 5410S supports network based firewall and border traversal solutions offered by service providers, allowing telephony services to be deployed behind NAT/Firewall environments in enterprises and homes.

### **ICON Based Graphic User Interface**

The MTA 5410S is equipped with user-friendly menu architecture powered by an icon-based Graphic User Interface (GUI) system. The user can easily navigate and access the set of rich features available in the videophone.

### **Tunable Digital Camera**

The MTA 5410S features a digital camera that not only allows manual adjustments for personal color preferences, but also for fine precision when it is required.

### **About CK Communications**

Founded in 2000, CK Communications Limited, a subsidiary of Cheung Kong (Holdings) Limited, specializes in research and development with an aim of leveraging and enhancing the latest communications technologies for new product applications. The company's particular focus lies in the commercialization of technical products and solutions to bring new dimensions to communications. Through the collaboration of partnership with innovative technology players or carriers within and beyond the Cheung Kong Group, CK Communications provides convergence of need-driven, user-friendly and cost-effective communications solutions into everyday life.

### **About InnoMedia Pte Ltd**

Founded in 1995, InnoMedia is a privately held multinational organization with operations in the United States, Singapore, Taiwan and China. The company delivers Internet and broadband access IP telephony solutions to broadband service providers, as well as OEM and distribution partners. InnoMedia has the most advanced, award-winning portfolio of IP telephony solutions available in the market today, delivering high-quality voice and video over any IP network. For more information on InnoMedia, visit the company's website at [www.innomedia.com](http://www.innomedia.com).

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