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PRESS RELEASE

STARCOMMS INTRODUCES STARVALUE PHONE

Driven by the passion to keep adding value to the telephone life of its teeming customers, Starcomms Plc, Nigeria's innovative and multiple award winning telecommunications company has introduced a new StarValue CDMA sleek phone into the market.

The new handset from Huawei branded *StarValue* comes with a slim and stylish look and feel, featuring a user-friendly interface for everyday use. It combines style with high performance, supports multiple functionalities and allows for the storage of contacts and text messages on the User Identity Module (UIM) card or in the phone memory, at a very affordable price of N1,999.

According to the Chief Commercial Officer of Starcomms, Mr. Tushar Maheshwari, some exciting features of the phone that makes it worth having include the ability of its user to send and receive group SMS, preset SMS templates and store up to 1000 messages in the phone memory adding that the memory is shared by Inbox, Outbox, and Drafts.

He further stated that the *StarValue* phone makes it easy for messages to be copied and exchanged between the phone memory and the User Identity Module (UIM) card.

The phone, which he said appeals to the taste of all mobile telephone services users has an audio recorder function which allows for playback, and deletion of audio clips, or setting an audio clip as the ring-tone adding that there are built-in 32-chord polyphonic ring-tones that enable users to enjoy wonderful music while using the handset

The battery of the *StarValue* phone has a standby time of 200–250 hours power that comes with a five hours talk time and a light weight of 85 grams that makes it easy to carry as well as a good LCD display that gives clear image of characters.

It will be recalled that Starcomms also recently introduced the Qiblah phone into the market, the phone which is targeted at the Muslim customers of Starcomms comes with an indicator setting that point to

Mecca and comes complete with a compass and prayer time alarm functions.

The Qiblah indicator uses an inbuilt longitude and latitude orientation or city references that, when used in comparison to the magnetic north, indicates the direction of the Qiblah so that the Muslim can, from any place he is, know in what direction to face and pray.

A winner of several awards, including the prestigious Superbrand status, Starcomms is the first telecom company to introduce international roaming from CDMA to GSM phone.