

STARCOMMS INTRODUCES GENIE

For all those who crave a statement of trend and style as well as for young people for whom the New Year means a new way of living life, Starcomms Plc., the telecommunications company that speak the language of its subscribers has released Starcomms Genie, another innovative device offering in addition to the benefits of CDMA network and the izap (3G EVDO) broadband capabilities to the market.

The sleek and trendy Genie phone is a multi-talented device designed exclusively for Starcomms subscribers who talk, work, and play in style. Sized daintily like a thumb, this multi-functional phone can serve for voice interaction like any other phone, connect to the internet as EVDO (izap) USB modem for data communication hooked on a laptop or a personal computer through a cable and more interestingly it is an MP3 player with a storage capacity.

The implication of this trend setting phone for users is that they can carry out total communication: voice, data and music in the most comfortable manner without having to cram available space. The phone which can fit smartly into a lady's wallet, a young man's jeans pocket or a young executive's key pouch can function as effectively as any device that can individually perform its many functions.

Mr. Manoj Vashisht Starcomms' Marketing Director in his comment about Genie said: "Everybody knows that this season is noted worldwide for showcasing new styles that will kick off the fashion of the New Year. 2009 is a year that will witness a lot of advancement, especially in the world of information technology. Starcomms Genie is our exclusive response to the yearning of our comfort-loving and fashion seeking subscribers to make the statement for the season and kick off the trend of 2009 in the communication aspect of their lives. This is especially true of our late teenage and early twenties customers who have been looking forward for the season as well as the young-at-heart who would not allow the trend of the season to leave them behind. As a special introductory offer, the GENIE is being offered at just N 26,999 bundled with a Free 50 hours of internet. We are very sure that Genie is here to rock the Nigerian telecom market."

Starcomms Genie is appearing on the market in three colours: black, white and red, giving subscribers the choice according to the

statement they seek to make. It is complete with all the regular features of a mobile phone and the MP3 can be set as the ringer tone.

Starcomms Plc which has continued to roll out a number of new products for the benefit of its subscribers is also busy expanding the area of its coverage in Nigeria, having plan of been present in presence in 31 major cities and all the zones of the country. With over 2.30 million subscribers, the company has been winning awards both for its services and for its innovative products in the last two years. In the year 2008, the company was named the CDMA Operator of the Year while one of its products, i-ZAP was named Best Internet Product of the year.

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