

STARCOMMS INTRODUCES WORLD PHONE SERIES

In its determination to ensure that subscribers have the best of seamless communication, Starcomms Limited, Nigeria's largest CDMA 3G Mobile network, has introduced a dual SIM phone that is aimed at empowering business transaction in Nigeria. The new phone, according to Mr. Maher Qubain Chief Executive Officer is Hisense D806 mobile a CDMA and GSM compliant phone that will also enable subscribers make calls at cheaper rate.

The new device Qubain stressed, underline Starcomms promise to continuously revolutionise the telecom industry with value added services that will address the issue of multiple handsets. The phone is available in all Starcomms coverage cities across the country. The model comes with a purchase price of N30, 500 with a N3, 000 airtime card; it also has a one year warranty.

The new Hisense D806 has unique features that stand it out; it weighs 100g with a size of 110x 48x16mm. The main screen parameter include a colourful screen, 260, 000 colours, TFT and 176X220 resolution. It also has an inbuilt 1.3 mega pixels camera with a talk time of 360 minutes and standby time of 200 hours.

Analysts are of the opinion that these features alongside the 64 polyphonic ring tones, MP3 support and multi language functions (English, Chinese and Arabic) makes Hisense D806 a phone in a class of its own and totally different from what competitors are offering.

In addition to the device, Starcomms is also planning to launch more handsets in the same series to provide customers with multiple options that will appeal to various segments of users. The device is coming as a special package to celebrate the 1 million subscriber base mark of Starcomms and is available on the 07028 series.

Accessories attached to the package include handsfree, two batteries, 1 charger, extra battery charger cradle, USB cable and CD and 128 MBSD card.

This latest addition to the Starcomms family will no doubt shoot up the subscriber base of the network of choice that will soon hit the 1 million subscriber mark. The dual nature of the phone is seen by analysts as a way of further narrowing the communication divide.

Starcomms, it would be recalled, was just another private telephone operator (PTO) in 1990 attempting to carve a niche in Nigeria's largely underdeveloped communications industry that was to be dominated later by the GSM operators.

The subscriber base was less than 2,000 with only a few base stations in Lagos by 2002. But by the close of 2003, the same year the network launched in Kano

and Borno states, the figure had climbed to over 60,000, and reached almost 200,000 by mid 2005. But today, the figure has hit the 1 million mark.

It was on the back of such phenomenal growth, powered by robust technology, innovative products and services, competitive pricing and quality delivery that in August last year; Starcomms clinched a double at the Nigeria Telecomm Awards: Telecom Company of the Year and Cross-Over Network of the Year.

According to the organizers, Logica Telecom Awards Limited, Starcomms and four other players were given the recognition awards due to the invaluable contributions they have made towards the growth of the telecommunications industry in Nigeria.

A month earlier, the company also won a double as IT Company of the Year (Internet Service Provider) and the Communication Company of the Year (Wireless Operator), at the Niger Delta Advancement Awards (NDAA), which the organizers, Bonux Communication, said was in recognition of its excellent performance both within and outside the Niger Delta. This, they said, has bridged the communication gap in the difficult terrain of the area.

Recently the United States-based CDMA Development Group (CDG) commended Starcomms, Nigeria's largest CDMA 3G Mobile network, on the successful deployment of West Africa's first CDMA2000(r) 1xEV-DO Revision A (Rev. A) network in Abuja, the Federal Capital Territory.

With over 130 members, the CDMA Development Group is a trade association formed to foster the worldwide development, implementation and use of CDMA2000 technologies. The primary activities of the CDG include development of CDMA2000 features and services, public relations, education and seminars, regulatory affairs and international support. Currently, there are more than 500 individuals working within various CDG subcommittees on CDMA2000-related matters.

CDMA2000 is the most widely deployed 3G technology with 227 operators in 97 countries, including 77 CDMA2000 1xEV-DO systems, serving more than 350 million subscribers.

The network's aggressive expansion project in Nigeria remains on course with the opening in Abuja, Onitsha, Aba, Asaba, Kaduna, and Zaria, which have now joined other key cities as Lagos, Ibadan, Kano, Maiduguri and Port Harcourt in the Starcomms network. Another 30 cities are targeted to be on air.

Over the years, the company has invested millions in new technologies and innovations towards improving the quality of its products and service with the ultimate aim of building a solid network for voice and data to cater for all categories of subscribers.