

STARCOMMS NEO TO REVOLUTIONIZE INTERNET ACCESS

Starcomms Plc, Nigeria's leading data providing network, poised to bring a revolution to Internet access in Nigeria by scaling up its Internet penetration into the Nigerian market for the first time, has launched new 1x CDMA internet USB device. Named Starcomms Neo, because of its newness and the innovation of driving it into the market to serve a wide variety of subscribers, the data product is yet the most affordable internet solution in the country.

Starcomms Neo is would be made available in all Starcomms network cities and can work on both lap top and personal computers with a 2.0 USB port

Starcomms as a continuing business strategy maintains the culture of bringing world class innovative products & services to its potential subscribers at affordable prices. It has been our dream in Starcomms to make internet access available to one & all. As the only truly triple-play network in Nigeria, we take our customers seriously be it in the Data or the Voice segment. It is therefore important for us to come up with what can ease people's living and speed up their business activities without limitations of location and time. Starcomms Neo is our new offering for this category of solution. People can easily network for business and pleasure on the web wherever they can take their laptops," says the Maher Qubain, Chief executive Officer of Starcomms Plc.

Stating that the objective of doing this is to increase the penetration of internet services in Nigeria, the CEO encouraged the young professionals, students, and working executives to avail themselves of the new offer aimed at enhancing educational, business, professional and entrepreneurial development in the country. He assured Nigerians that the company will not relent in its quest to ensure continuous consumer satisfaction and the provision of seamless communication to meet the challenges of our rapidly changing world.

Starcomms Neo can work with all available windows operating systems like Microsoft Windows 98, 2000, XP and VISTA. It also comes with innovative offering "iBOOST" internet accelerator which is pre-loaded on the installer CD. The product is another first to trail the Starcomms Digifone 1x CDMA USB modem which was introduced a month before and has been well accepted by our data customers This device is a RUIM (SIM) based device.

"Starcomms Neo", as the brand name suggests is expected to give new dimension to data business bringing in new set of internet customers including Youths - Students, Fresh working executives; SME's who can now choose to be connected for all their business needs.

Starcomms Neo is launched at a very attractive price of Naira 8,500 with a 'FREE Friendly-8 Data Pack' which is valid for 30 days. 'Friendly-8' allows internet surfing for 8- hours in a day, (7am-11am & 7pm-11pm). At this pricing and packaging, Starcomms Neo is the most affordable internet solution available in the market in Nigeria.

At the expiration of the FREE friendly-8 Data Pack, Customers can renew with any available customised 1X renewal packs, as per the need. There is the 'Green Always' package which allows to surf the net for 24 hours in a month, The 'Green Business' package allows for internet connection between 9 am and 9pm. Another subscription in the monthly category is the 'Green Night' option which allows subscribers to use the network to surf the internet between 9pm and 9am. Friendly-8' option allows for surfing between 7am and 11am and between 7pm and 11pm. There are also hourly packs available of 100hrs and 250 hours, giving flexibility to customers.

Explaining the rationale behind the introduction of Neo, the Starcomms director of marketing Mr. Manoj Vashisht said that the purpose of the introducing this product is to enable easy entry into the category, by offering at the most affordable price coupled with an attractive offer. This is another step in line to overall objective, of the company is to ensure that the spread of ICT services led by Starcomms changes livelihoods empowers capacity-building, and enables economic growth for all Nigerians.

Starcomms' long-term strategy is to maintain its current status as the leading "triple-play" provider and to participate in a bigger role in Nigeria's evolving ICT sector. We aspire to position Starcomms as the preferred Telecommunication solution provider of choice for all categories of subscribers in voice & data both, through mobile; fixed and broadband products and as a network that 'speaks' Nigerian languages.

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