

STARCOMMS SHOWCASES IZAP AT WAFRITEL '08

The latest addition to the bouquet of products from the stable of Starcomms, Nigeria's 4th largest telecommunications operator and leading "triple-play" (mobile, fixed wireless voice, wireless broadband) provider, *iZAP* stole the show at the just concluded 8th West African International Telecommunications and Information Communication Technology Exhibition (W.Afri.Tel '08).

iZAP, is a super fast internet service launched penultimate week in Lagos and introduced to Alhaji Ibrahim Nakande, Minister of State for Information and Engr. Ernest Ndukwe, Executive Vice Chairman of NCC when they visited Starcomms stand at the exhibition.

Explaining how the product works to the duo, Mr. Manish Singh, Head Brand Management said *iZAP* is "a supererfast broadband internet service that enable subscribers a world of limitless possibilities on Starcomms network. With this new service, subscribers on the leading "triple-play" network can enjoy easy and quick access to streaming video, movies, online music, and read live updates of business news and sports." Throwing more light on the efficacy of the product, Singh told his guests that with *iZAP* superfast broadband internet service the subscriber can do massive downloads and attachment of unusually large files, enjoy online music a superfast experience anytime anywhere.

He stressed that Starcomms currently offers 3G EVDO Mobile Broadband internet service under the brand name of 'iZAP' in 3 key cities of Nigeria – Lagos, Port Harcourt and Federal Capital Territory Abuja, that offers speed upto 2.4 mbps. In addition, we currently offer the RevA version of 3G EVDO Mobile Broadband internet service in Abuja, first to have launched in West Africa that offers speed upto 3.1 mbps. The service is planned for roll out in other cities as well.

Apart from effectiveness and affordability, Singh stressed that this foray by the company will further empower Nigerians to become drivers of their own destinies with the enormous opportunities that the service can offer entrepreneurs, professionals, students, cyber café operators as well as multinational companies, among others.

To compliment the speed this service is offering, Singh said there are several stylish access devices on tender including *iZAP* MDC (Mobile Data card), *iZAP* USB Modem and *iZAP* Smart Phones.

Some visitors to Starcomms stand gave their opinion on the product, Mr John Adams, CEO of a company on Allen Avenue was of the opinion that the *iZAP* service should be extended to other regions out its current areas of service. With this the company can 'afford other entrepreneurs the opportunity to work more effectively, as well as relax on the go.'

Miss Ada Kachi, stated that 'Starcomms *iZAP* is a dream come true for students. "It costs us a lot of money to source for online research materials needed for our assignments and others. With this product, we, the students, can confidently sit back in the confines of our rooms and search the net hassle-free, at an affordable cost too."

WAFRITEL is an annual telecommunications exhibition that showcases the latest innovation in the industry.