

Airtel launches 3.75G service in Zambia

Airtel, yesterday, 17 January 2012, announced the launch of its 3.75G platform in the country. This promises significant changes to how subscribers experience the web on 3.75G-enabled devices. The improved technology will enhance multimedia functionality, high speed mobile broadband and internet access, allowing users to make video calls, watch live TV, send and receive emails and download music from the devices.



This is the latest global HSPA+ technology with speeds of up to 21 megabytes per second (mbps), also being rolled out in Europe and the USA. It is the fastest 3.75G available and will be enormously beneficial for a variety of users, which include large corporates, small or medium businesses and the youth.

"3.75G technology will give our customers the opportunity to interact with data in a different way," explained Fayaz King, the managing director of Airtel. "This is why Airtel doesn't see 3.75G as a product but a platform that enables the community to expand its social and commercial horizons, alongside the rest of the world."

Rolling out across Africa



Fayaz King

According to King, Airtel will be rolling out its data network across all its markets in Africa with the objective of building the largest 3G network across the continent, and will continue to provide useful and innovative services to make use of the new technology. There are currently 280 Airtel 3.75G sites across Zambia, covering all provincial districts, with the aim to roll out up to 400 by the end of 2012, giving more people the opportunity to experience the new technology.

"We are grateful to the government of Zambia, represented by Mr. Gilbert Maimbo, director of planning in the ministry of information, broadcasting and tourism for sharing our vision of enhancing the country's telecommunication platform," he said. "This has the capability to enhance social, cultural and commercial participation amongst the citizens of Zambia and also the global community."

He added, "Our 3.75G platform will allow customers to combine the enormous potential of the internet with the convenience of cellular phones and other devices. It will liberate the potential of our youth through enabling fast access to the internet for learning, sharing, social networking, creating and accessing content like music. For the small and medium business, it will enable the entrepreneur to embrace a highly mobile way of working with high speed access to email and internet and it will allow large companies to increase productivity through vastly enhanced mobile internet speeds and access to records and allow for communication via video calls on handsets."

Airtel committed to bringing opportunities to rural areas

Airtel has remained committed to deepening its network coverage and bringing communication opportunities to rural populations that, until now, have been left out of the telecommunications revolution. This will work in tandem with the

availability of 3.75G to ensure that Airtel can provide Zambia with a level of internet access across the country that can help bridge the digital divide.

According to data from McKinsey & Co. Telecommunications, there are currently about 400 million mobile subscribers in Africa, and is one of the continent's fastest growing industries with a rapidly expanding cellular phone market that now includes internet access, mobile banking and mobile commerce.

For optimal results, customers are encouraged to ensure that their device settings are customized to allow them to access both 2G and 3G network. Depending on the user's device, once connected to the 3.75G network, the device will display 3G, 3.75G, H, UMTS, HSDPA, WCDMA or HSPA.

For more, go to africa.airtel.com/zambia/3G/index.php

For more, visit: <https://www.bizcommunity.com>