



## Media Releases

15 November 2005

### **Telstra unveils 3G city-to-country delivering mobile 3G broadband**

Telstra today unveiled its mobile broadband vision for Australia announcing a three-year plan for a single, super-fast national 3G mobile service.

Telstra Chief Executive Officer, Mr Sol Trujillo said Telstra's *3G city-to-country* plan would deliver faster speeds, wider coverage, and better mobile services for both city and country customers.

"Telstra will be the first Australian telco to deliver high-speed 3G services across the country creating the best and largest network with wider and better coverage than exists today.

"The national 3G service will provide Telstra's customers with existing and enhanced services including voice and video calling, mobile internet services and wireless broadband," Mr Trujillo said.

Telstra also announced that it had chosen Ericsson Australia Pty Ltd as the vendor to upgrade its 3G capability (3GSM) nationally. Telstra and Ericsson have entered into a Memorandum of Understanding in relation to this project and will finalise their commercial arrangements as soon as possible.

Ericsson was chosen because they provided the best technical solution at a competitive cost and they also met Telstra's timeframes to provide the *3G city-to-country* service.

Mr Trujillo said the new network would use the same (850 MHz) frequency and booster technology approach used by Telstra's existing CDMA network, thereby providing the same broad coverage in rural areas, without the need for extra base stations.

"Technology improvements mean the national 3G service will match the existing CDMA coverage and continue to reach 98 per cent of people.

"This effectively removes any divide between city and country mobile customers in accessing the same range of leading-edge mobile services," he said.

Both city and country customers, using the next generation of mobile phones on the 3G service, will benefit in the following ways:

- country customers will experience the latest 3G services including video calling and fast mobile internet services;
- when city-based customers travel in regional areas, they will get significantly

- improved mobile phone coverage compared to their GSM service today;
- all customers will benefit from improvements to in-building and highway coverage; and
- all customers, when travelling overseas, will get access to hundreds of global destinations on GSM's extensive global roaming service.

Mr Trujillo said the existing CDMA network and the Telstra and Big Pond Wireless Broadband services will remain in place until the national 3G service has the same or better coverage and services.

"Wireless broadband coverage on the CDMA-based EV-DO network will continue to be expanded as part of our commitment to accelerate the growth of our leading wireless broadband service until such time as the national 3G service is available.

"At this time, Telstra and Big Pond Wireless Broadband customers will receive free upgrades and replacement data cards and modems.

"Customers will be given plenty of notice to upgrade their handsets in the same way they do today but with the added benefit of attractive handset deals to ensure they can make full use of the new services."

Mr Trujillo said Telstra's *3G city-to-country* plan played a key role in the Company's overall vision to provide Australians with 21st century telecommunications services.

"This investment into the Australian community is pro-growth, pro-shareholders and pro-country.

"The *3G city-to-country* vision means future investments in a single efficient 3G network will benefit our mobile customers by providing better services, which are delivered more quickly and at the lowest cost.

"This plan also lays the foundation for Telstra to deliver 4G services more quickly. A super-speed 4G technology will put Australian mobile users on a superior technology path with access to new services such as video-on-demand.

"We will be talking shortly to our customers and stakeholders about our plans," Mr Trujillo said.

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## **CDMA switch may cost**

FEBRUARY 13, 2006

TELSTRA'S rural customers may be out of pocket when the network switches from CDMA to the new 3G network, a Senate estimates committee has heard.

Telstra is being questioned by a Senate estimates committee about the switchover from old to new mobile phone technology in the bush.

The majority government-owned telco has pledged that customers will have as good, if not better, coverage under the new network, which is expected to start after 2008.

But concerns have been raised that Telstra's customers in the bush will have to fork out hundreds of dollars for new handsets and other technology such as modems.

Telstra wireless access services manager Max Jennings told the committee there would be transitional arrangements, but no details were yet available.

"They will be treated on a case by case basis," he said.

"The underlying principle is we will make the transition as easy and as low cost as possible."

Asked whether rural customers would be out of pocket in the network changeover, Mr Jennings said: "I can't give that guarantee, no."

But he said some of the new packages would have a zero dollar upfront charge.

Telstra company secretary Douglas Gratton told the committee the company could not guarantee it would be a costless transfer.

"We can guarantee to our shareholders that we will be doing everything we can to get our customers onto the new network," Mr Gratton said.

He said he expected all of Telstra's competitors would seek to secure former Telstra customers when the changeover occurred.

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