

## **eircom Group First to Launch 4G Mobile in Ireland**

- **€330m investment in mobile, part of eircom's €1.5 billion commitment to Ireland's infrastructure**
- **Meteor and eMobile Now Offer Ireland's Fastest Mobile Data speeds to Consumers and Businesses**
- **Network to Reach 43% of Country's Population by December 2013**
  - **Unlimited FREE 4G Data until March 2014**

**(Issued 26 September, 2013)** eircom Group has launched Ireland's first 4G mobile service offering superfast mobile data speeds that are up to 10 times faster than previously available. Users can expect peak speeds will reach between 20 to 25Mbps, and in technical trials the operator has clocked speeds of more than 60Mbps.

Consumers will now be able to stream or download video content faster, upload content to social media almost instantaneously and business users will experience significantly enhanced web browsing, email and video streaming.

Underpinned by a €330 million investment commitment over five years, 4G is now available from Meteor and eMobile as part of both bundled and standalone offerings.

The service is now live in Dublin, Carlow and Athlone, providing service to 1.2 million customers, almost 30% of the population.

Over the coming weeks, rollout will continue to other key urban areas including Cork, Galway and Limerick. By the end of December 2013, 43% of the population will have 4G service.

Commenting on the announcement, Herb Hribar, eircom Group CEO, said "As Ireland's largest telecommunications provider, I am delighted that we have delivered the country's first 4G mobile network. This technology will transform the mobile user experience in Ireland. Our vision is to provide seamless access to high speed broadband across Ireland using both fixed and mobile technologies.

"Using recently acquired 4G spectrum, we have fast tracked our network investment to ensure that we are the first provider to offer customers this significantly improved mobile broadband experience, underlying our commitment to the country to provide top-class telecommunications infrastructure and our commitment to customers to provide a quality service that offers real value," he continued



## Value for Customers

There will be no price premium charged for 4G services provided by Meteor and eMobile. To encourage customers to see just how fast the service is for themselves, 4G users have access to **free unlimited 4G data until March 2014**.

## 4G Devices

Customers can choose from 19 handsets at launch. 4G MiFi devices, dongles and mobile broadband solutions are also available so customers can take the internet with them, connect multiple devices and enjoy great 4G speeds.

Consumers and business customers will require a 4G handset or device and a 4G SIM card to avail of the service and can choose from a range of post pay tariffs either as part of a bundle or as a standalone mobile offer. They include:

### Consumer

The **Meteor Smart Essential plan** available from only **€49 per month**, includes unlimited calls and texts, plus 3GB monthly data allowance, and 4G phones from free. 4G data is unlimited and free until March 2014.

The **eircom Bundle with eMobile Unlimited Data** for **€69 per month** for new customers, which includes 4G mobile, superfast eFibre and home phone. Existing eircom customers can add 4G mobile for as little as €24 per month for the first six months. This also includes unlimited 4G data until March 2014.

### Business

Business customers can choose an **eircom business bundle from €60 ex VAT per month** that includes 4G mobile, eFibre superfast broadband and a fixed line. Business customers have unlimited 4G data until March 2014.

**eMobile's Business Unlimited plan** with a free 4G smartphone is **€30 ex VAT** with unlimited calls and texts and 15GB of data. This also contains unlimited 4G data until March 2014.

**END**

### Notes:

4G mobile is the fourth generation of mobile technology which uses bandwidth within the radio spectrum to provide superfast data speeds. During the autumn of 2012, eircom acquired the necessary spectrum to deliver 4G services as part of the Irish Government's spectrum auction, conducted by ComReg.