



24 March 2016

ULVERSTON BECOMES 800TH COMMUNITY TO RECEIVE VODAFONE 4G SERVICES

- Consumers and businesses across town to benefit from Vodafone's improvements to both its 3G and 4G network
- The rollout of 4G services is part of approximately £2 billion Vodafone is spending on its network and services in the UK

Vodafone UK today announced that Ulverston in Cumbria has become the 800th community to benefit from the arrival of its 4G service. The company has also announced improvements to its 3G network in the town.

The arrival of Vodafone 4G in Ulverston means all customers with compatible devices and bundles will be able to connect to the internet more quickly, more reliably and in more places than ever before. Vodafone customers will be able to take advantage of a wide range of entertainment whether at home or on the go, offering music, sport, movies and TV through Vodafone's leading content partnerships*. 4G services will also help businesses improve productivity by enabling employees to work where they want to, when they want to.

Jorge Fernandes, Chief Technology Officer for Vodafone UK, commented: "It is great news that Ulverston has become our 800th 4G community. The arrival of 4G will bring faster internet speeds to customers whilst our overall network improvements in the town and across the area will ensure our customers enjoy stronger outdoor and indoor coverage. Local businesses will also be able to react faster to the needs of customers and introduce remote working practices for staff which can help reduce costs and increase productivity."

John Woodcock MP for Barrow and Furness said "People across Furness have had to put up with poor connectivity and coverage for too long, so it is great news that Vodafone is bringing 4G to Ulverston. It is so important that local families and businesses have good mobile internet services and this announcement is a real step in the right direction."

Vodafone UK

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news release



The improvements are part of the £2 billion Vodafone is spending on its network and services in the UK. It follows the nationwide provision of HD (High Definition) Voice technology on its 3G network and the Vodafone Rural Open Sure Signal programme which has provided a number of remote rural communities in Cumbria, including Witherslack, with reliable 3G coverage.

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For further information:

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NOTES TO EDITORS

- Customers can check Vodafone's current and planned coverage at <http://www.vodafone.co.uk/our-network-and-coverage/uk-coverage-map/index.htm>
- Coverage is based on an assumption that Vodafone can obtain planning permission to build sites, access to land or buildings to place equipment and backhaul to connect sites
- Vodafone 4G is typically 3.6 times faster than our 3G. Speeds vary and depend on coverage and demand. For more information visit www.vodafone.co.uk/4g
- As at end of 2015, Vodafone's 4G network covered 86% (Ofcom basis) of the UK population, up from 63% a year ago.
- 4G devices are available for review on request.

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