



20 October 2016

## **VODAFONE 4G ARRIVES ON THE SHETLAND ISLANDS**

Customers of Vodafone UK on the Shetland Islands can now enjoy the benefits of faster mobile data speeds with the arrival of 4G as well as a more reliable voice signal thanks to other network improvements, it was announced today.

Vodafone's 4G network means residents will be able to download music in seconds and catch up on the latest TV shows or movies whilst on the move. It will also help the thousands of visitors to the islands access online services such as maps for navigation and tourist information, and will support local business communities using mobile devices and digital services to work more effectively. In addition, Vodafone has improved the capacity and reliability of its network across the Shetlands Islands to ensure a more consistent service.

The news comes just months after Vodafone launched its new Community Indoor Sure Signal (CISS) programme. The CISS programme aims to provide reliable 3G indoor mobile coverage to up to 100 rural community hubs, such as independent or community run pubs and shops, village halls, scout huts, doctor's surgeries or visitor centres. Applications for the service are still being taken with the first selected communities due to be announced later in the autumn.

Meanwhile, the rural community of Walls continues to receive much needed mobile coverage through Vodafone's unique Rural Open Sure Signal (ROSS) programme, which uses 'femtocell' technology to provide an alternative solution to bring 3G mobile access where it isn't possible for networks to provide coverage through traditional means.

Kye Prigg, Head of Mobile Networks for Vodafone UK, said: "Residents, visitors and businesses on the Islands will now benefit from our even bigger and better network. Mobile connectivity plays a vital role in keeping rural communities in touch and supporting local economies, which is why we have invested more than £2 billion on our network and services since 2014 and expect to spend another £2 billion over the next three years. We plan to continue to improve coverage across the islands so more customers can enjoy our network wherever they go."

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Kim Moran-Hogg, Regional Business Head for Scotland at Vodafone UK said: "For many businesses, opportunities for growth require digital engagement, whether that is to reach and support customers more effectively, create more flexibility for employees to be able to work from anywhere or the need to enhance collaboration across supply chains. With network improvements and advancements in collaboration and mobility solutions, businesses have new ways open to them to reach new customers, enhance their service experience and improve operational efficiency. We are committed to supporting the Shetland Islands' diverse economy, helping businesses of all sizes across a multitude of industries from farming to oil, textiles to tourism, to be innovative and confidently connected."

Vodafone continues to increase its mobile coverage across the UK and it recently launched a 30 day Network Satisfaction Guarantee, giving new and upgrading customers the chance to try out Vodafone's network. It is the only mobile company to offer such terms. The guarantee applies to all new and upgrading Pay monthly and Pay as you go bundles purchased through Vodafone direct channels, including its 500 plus retail outlets, online shop and over the phone, giving users real choice, no questions asked. Vodafone also introduced High Definition (HD) Voice nationwide and equipped a number of leading smartphones with WiFi Calling to ensure its customers can make reliable high quality calls in more locations.

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**For further information:**

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## Notes to Editors

- Customers can check Vodafone's current and planned coverage at [www.vodafone.co.uk/our-network-and-coverage/uk-coverage-map/index.htm](http://www.vodafone.co.uk/our-network-and-coverage/uk-coverage-map/index.htm)

### Vodafone Community Indoor Sure Signal programme

- There is still time for people to apply for the Vodafone Community Indoor Sure Signal programme, which is focused on providing reliable, indoor mobile coverage and internet access within local hubs such as independent or community run pubs and shops, village halls, scout huts, doctor's surgeries or visitor centres. Applicants do not need reliable mobile coverage to qualify for the programme.
- Vodafone will provide a successful applicant with an Open Sure Signal box similar in size to a ROSS unit so that both employees and visitors to the community hubs will be able to make and receive calls as well as use mobile data over a mini 3G network. For the technology to work a centre requires an existing broadband connection with unlimited broadband package, download speeds of at least 4Mbps download and 2Mbps upload speeds and a power source (normal 3-pin plug). The applicant will also require the broadband bill payer's permission.
- Further information and application details are available at [www.vodafone.uk/CISS](http://www.vodafone.uk/CISS)

### Vodafone Home Broadband

- Vodafone has removed line rental charges for new and upgrading fibre optic home broadband customers – they will still receive a landline and enjoy the benefits, but won't have to pay a penny for it
- Vodafone's Unlimited Fibre Broadband 38 is now the lowest price for unlimited fibre broadband in the UK market vs major broadband providers and best pricing has been reserved for existing mobile customers who will save an additional £3 per month
- All fibre broadband packages are unlimited and deliver high speed broadband across the UK
- For our most recent price comparisons, further details and terms see [www.vodafone.co.uk/broadband](http://www.vodafone.co.uk/broadband)

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