

MiTV poised to make waves

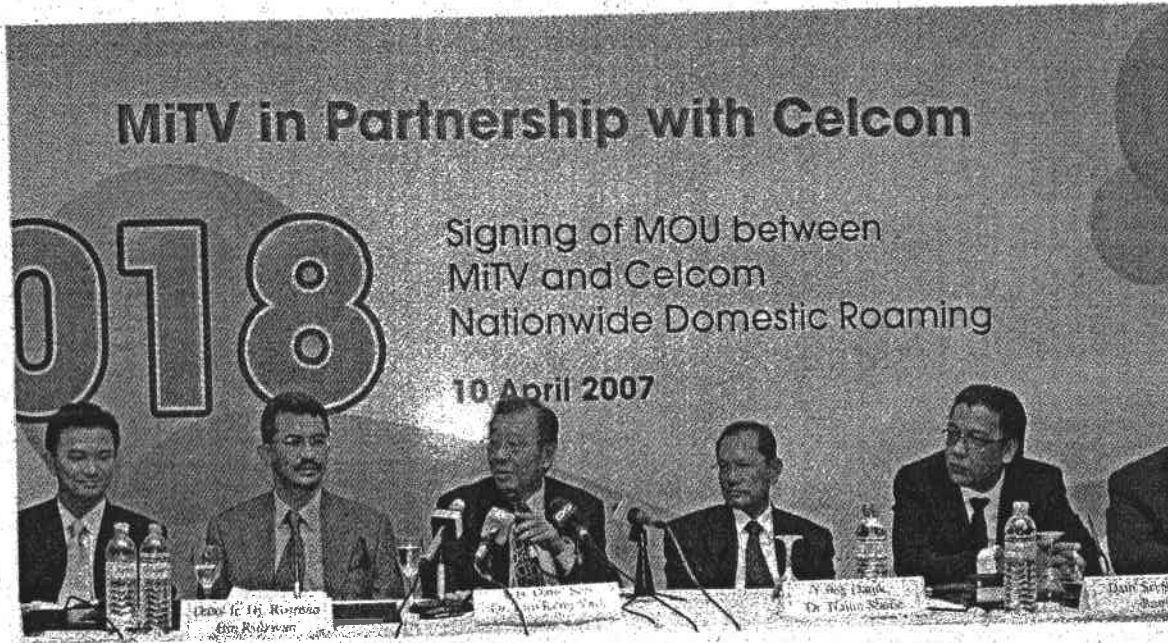
As a start-up mobile communications entity, MiTV has clear objectives in terms of its position in the market place. This clear vision gives it the opportunity to deliver truly innovative products and services as well as price and technology leadership, which will result in increased customer choice and value to the Malaysian consumer.

Driven by a team of young, creative and enthusiastic professionals with considerable experience in the mobile communications and ICT industries, along with strong and reliable partners, it is committed to provide its customers one of the most comprehensive mobile services and networks in Malaysia. And this is just the beginning for MiTV's 018 service.

Worldwide and all around us, convergence is rapidly taking place. The adoption of an increasingly mobile lifestyle by society and the growing technological convergence within the industry will facilitate a natural progression in MiTV's service evolution — the implementation of an information and knowledge-centric mobile broadband communication service.

Soon through MiTV's mobile service, Malaysians will be able to experience ubiquitous information, anytime, anywhere and on any platform. The driving force to deliver this goal is convergence, taking form in three major areas — Convergence of Technology, Convergence of Devices and Convergence of Networks.

As among the most prolific users of information and communication technology, MiTV foresees this trend to greatly benefit the youths of Malaysia today. Their readiness to grasp new



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technologies and find new ways to use existing ones make them the driving force in demanding for innovation in the development and use of new technologies, especially in the arena of information and communication.

As more and more mobile broadband applications and services are being developed and being introduced each day into the marketplace, MiTV's unique ability to synergise its broadcasting and high-speed mobile connectiv-

ity resources, utilising the latest in mobile 3G technology in the form of High Speed Packet Access (HSPA), will see its efforts primarily focused on capitalising technology to deliver packages that empower youths with information and knowledge.

For many of them today, there is a growing dependence on information and communication technologies and this has come to determine their choice of lifestyle. With this, the demands made by

young people to develop more relevant and meaningful products and services are increasing considerably.

Thus, MiTV's commitment is to meet these demands and concurrently enhance the mobility experience of its customers by constantly pushing the ways in which mobile information and communication technology are utilised.

As a consumer driven mobile network operator, MiTV sees youths as the future workforce

and earliest adopters of information and communication technology, especially in the mobile sector. Because of this, its long-term plan is to work closely with youths to create relevant applications and services to meet their demands and patterns of usage, complementing their lifestyle as well as how, when and where they would like to stay connected to the people, entertainment and information that are important to them.

Through this, MiTV intends to facilitate the access of information through cutting-edge communication technology and supplement its bandwidth with exciting content and services capable of maximising the available speed offered by its advanced networks allowing a growing number of these dynamic, technologically-savvy youths to use their mobile communication devices in new ways that have the potential to change the way we live.

In addition to this, MiTV will continually and aggressively support visionary pro-consumer public policies championed by the Ministry of Energy, Water and Communications as well as the Malaysian Communication and Multimedia Commission in creative technological solutions that give youths and mobile consumer in general the ability to fully embrace and maximise the use of information and communication technology.

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