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## **U Mobile, Malaysia's Newest 3G and Mobile LiveTV™ Service Provider**

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**Kuala Lumpur** --- U Mobile Sdn Bhd today unveiled "U" -- Malaysia's newest 3G and Mobile LiveTV™ service -- a consumer centric brand that offers a true mobile multimedia experience through its range of products and services.

Its Executive Director Kenneth Chang said that "U" presents a unique brand proposition as it seeks to provide customer satisfaction by combining simplicity and convenience utilising advance technology and innovative approaches whether for enjoyment or business.

"Through this launch we want the consumers to get to know "U" -- find out what we are truly about and how we aim to delight you. Our brand and logo says it all, it is all about you, the consumer," he said at the brand launch held here today which was officiated by Minister of Energy, Water and Communications Dato' Seri Dr Lim Keng Yaik.

Chang said the launch of this exciting brand comes seven months after the Malaysian Communication and Multimedia Commission (MCMC) awarded the 3G spectrum assignment to MiTV Corporation Sdn Bhd, the parent company of U Mobile.

“Even with the great progress achieved to date, U Mobile maintains that support from the more established industry players in the areas of connectivity and access are fundamental factors in determining our commercial readiness into the marketplace,” he said.

In his speech, Dato’ Seri Lim said that the launch of “U” is an exciting development for the telecommunications industry. “It provides the catalyst to foster an environment of intense yet healthy competition in promoting the uptake of broadband and multimedia content in the country which fulfils the aim of the Government when the two 3G licenses were issued in March last year,” he said.

Dato’ Haji Ir Rosman Ridzwan, Chairman of MiTV Corporation, commented that the company had earlier set an industry standard by securing Malaysia’s first ever nationwide domestic roaming agreement with the country’s widest network coverage provider. “With this collaboration, U Mobile subscribers will enjoy nationwide connectivity from day one, whilst we aggressively roll out our own network coverage,” he said.

Building up on this, he said, U Mobile subscribers can also look forward to experiencing Mobile LiveTV™ via DVB-H technology – a first for Malaysia – via a market trial that is due to commence in the next couple of months.

“U Mobile with its HSPDA-driven 3G network, domestic roaming and Mobile LiveTV™, will be able to provide our customers the opportunity to stay in touch with loved ones, surf the web on constant high-speed broadband connection and watch DVD-quality TV virtually anywhere, anytime,” he said.

Dato Rosman said that “U”, the brand, was conceptualised with the consumer in mind as it intends to give the consumers “what they need and not what we think they need.” He added that “technology should empower and enrich people’s lives by helping them to better use their time and resources, which is what we want to achieve through our upcoming service offerings.”

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**About U Mobile Sdn Bhd – [www.u.com.my](http://www.u.com.my)**

U Mobile Sdn Bhd was formerly known as MiTV Networks Sdn Bhd which is a wholly owned communication subsidiary of MiTV Corporation Sdn. Bhd. Utilising the same 018 prefix allocated to the organisation by the Malaysian Communication and Multimedia Commission (MCMC), U Mobile seeks to enrich the lives of consumers by making communication, entertainment and information easily accessible through advance technology on one convenient ubiquitous platform.

In April 2007, MiTV Corporation Sdn Bhd penned Malaysia's first ever nationwide domestic roaming memorandum of understanding as a precursor to an agreement with the country's widest mobile network operator Celcom (M) Bhd allowing U Mobile's customers to experience nationwide from day one as it continues to rollout its own high-speed mobile 3G service.

For more information and a truly enriching experience, visit [www.u.com.my](http://www.u.com.my)

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