

# Mobile phone and broadband network

[Technology](#), [Mobile Phone](#)



StarHub is Singapore's fully-integrated info-communications company, offering a full range of information, communications and entertainment services for both consumer and corporate markets. StarHub operates a HSPA+ mobile network that delivers up to 42Mbps for downlink to complement its nationwide GSM network, and an LTE network that provides connection speeds of up to 75Mbps in key business areas. It also manages an island-wide HFC network that delivers multi-channel pay TV services (including HDTV, Internet TV and on-demand services) as well as ultra-high speed residential broadband services.

StarHub operates an extensive fixed business network that provides a wide range of data, voice and wholesale services. Over Singapore's fibre-based Next Generation Nationwide Broadband Network, StarHub offers a broad range of home and business broadband plans along with a host of advanced media-rich value-added services. Launched in 2000, StarHub has become one of Singapore's most innovative info-communications providers, and the pioneer in 'hubbing' - the ability to deliver unique integrated and converged services to all its customers.

StarHub, listed on the main board of the Singapore Exchange since October 2004, is a component stock of the Straits Times Index and the MSCI Singapore Free Index. Personal Solutions Mobile \* Innovative price plans that include cost-saving features such as Free Incoming Local Calls, Per Second Billing, Flat Roaming Rates, All Day Flat Calling Rate, and Free IDD 018 Calls to 18 destinations \* Green Pre-paid service \* BlackBerry service, the world's leading secure wireless email platform \* Mobile broadband service delivered over StarHub's 4G and 3. G network \* Mobile data service offers a price cap

for data access packages, so customers can surf with peace-of-mind from the mobile phone \* StarHub TV on Mobile service that streams pay TV channels including National Geographic Channel and CNN over StarHub's advanced mobile broadband network \* Home Zone, a 3G femtocell service which allows customers to make mobile calls at home through their broadband cable connection \* International Roaming service to more than 230 destinations \* StarHub is a member of the Conexus Mobile Alliance, which was formed to enhance member's competitiveness in international roaming and corporate mobile services in their own countries and across Asia Pacific. It is now Asia's largest alliance of mobile operators with a coverage footprint to over 350 million subscribers in more than 12 countries and regions pfingo pfingo (short for phone, freedom, Internet, on the go) is a VoIP service developed by StarHub. pfingo enables users to make and receive local and overseas calls from their computer or SIP-enabled mobile phones at low rates, regardless of the mobile or broadband network users are connected to.

The pfingo account is free and calls between pfingo users are also free. Other rich features that pfingo offers include SMS, fax, free push email (GoogleMail, Yahoo! Mail, or any POP3 email services), multi-headed chat (Yahoo! Messenger, Google Chat, Windows Live Messenger, ICQ Chat), and foreign number services. For as little as S\$2/month, pfingo users enjoy the use of a 3-series Singapore phone number with free incoming calls. To find out more, visit [www.pfingo.com](http://www.pfingo.com) Wireless Broadband StarHub Wireless Broadband is available at Suntec Convention Centre and certain areas of Suntec Retail Mall, Singapore Expo, all The Coffee Bean ; Tea Leaf outlets, as

well as selected areas in Changi Airport Terminals 1, 2 and 3 \* StarHub customers enjoy free wireless broadband access at all StarHub hotspots in Singapore. In addition, they can get free access to [email protected] services through a Memorandum of Understanding reached between StarHub and QMax Communications. As a pioneer member of the Wireless Broadband Alliance, StarHub together with other member operators, has been driving the adoption of wireless broadband technologies and services around the world by developing a common commercial, technical and marketing framework for wireless network interoperability. StarHub has enabled wireless broadband international roaming capabilities in Australia, Japan, Malaysia, UK, the USA and more. IDD StarHub's IDD offerings include the StarHub IDD 008 and 018 services, HomeConnect (pre-paid IDD card) and the StarHub International Calling Card (post-paid IDD card) \* StarHub's post-paid and pre-paid mobile customers enjoy free IDD 018 calls to 18 selected destinations. Home Solutions Pay TV \* StarHub is Singapore's largest pay TV operator, offering a full suite of quality international channels of news, movies, entertainment, sports, music and education, and seven local free-to-air channels. StarHub's digital platform allows customers to enjoy interactive applications and advanced features. \* Operates the Digital Terrestrial Television (DTTV) system which offers better quality service and a compelling selection of channels for corporate customers. \* Offers Southeast Asia's first commercial High Definition Television (HDTV) service. Currently carries six HD Channels. \* Offers Demand TV and Internet TV Residential Broadband \* MaxOnline, StarHub's cable modem service is the first "always-on", unlimited broadband Internet access plan launched in Singapore. Offers

MaxInfinity fibre broadband service, offering download speeds of up to 1Gbps \* Offers Anytime TV which allows customers to access StarHub TV's on-demand library of more than 6, 500 TV shows and movies as well as 12 complimentary pay-TV channels. Residential Voice \* Digital Voice, a personal fixed line voice service that is delivered over StarHub's broadband network. \* For a low monthly subscription fee, customers can enjoy outgoing/incoming local calls for free. Online Value-added Services Online music portal \* Email service \* Content filtering service \* Online storage service Business Solutions StarHub offers a host of services for businesses of every size. We customise our solutions to meet our customers' needs, and help them stay ahead of the competition. Our services include: Business Voice ; IDD \* StarHub IDD 008, StarHub IDD 018, domestic and international ISDN, business voice services, fixed number related services, and domestic toll-free services (1800 services) Data Services Ethernet Leased Line (ELL), Switched Ethernet (SWE), Super Direct Service (SDS), Domestic Leased Circuit (DLC), International Ethernet Private Line (IEPL), International Private Leased Circuit (IPLC) IP/Internet Services \* Business Broadband (ADSL and Enterprise Web), Business Internet (Internet Leased Line), IP Transit Service (Velocity and StarHub IP Exchange/SiX), Switched Ethernet IP Services (SWE), Internet Clean Pipe, Online Storage - Business Global Managed Services \* Arcstar Global Managed Services, BT Global Managed Services StarHub Global Conferencing Services StarHub Global Conferencing Services International Wholesale Voice Services \* Carriers around the world, as well as Service-Based and Facilities-Based Operators in Singapore, use StarHub's International Wholesale Voice service to help them reach the destinations

they need via StarHub's established international interconnections. Logo The StarHub identity is an expression of our intention to be a proactively innovative company. We want to do things differently, to enhance customer choices for info-communications services and therefore, their quality of life.

We recognise that the world in which we live in is changing rapidly, and in order to enable our customers to get the most out of life and their choice of communications services, StarHub will have to explore new horizons and broaden our perspective. Our visual identity is a positive expression of this goal. It recognises people as individuals and that everyone has the power to change for the better. It is confident, forward-looking and dynamic as expressed by the vibrant colours.

The transition from Blue to Green, emphasizes the transformation that we want to bring to people's lives through innovative and integrated info-communications solutions. StarHub's corporate logo embodies the essence of a Chinese proverb which when translated means "green is derived from blue and green will become more brilliant than blue"; in short, the pupil shall surpass the teacher. Like the star depicted in its corporate identity, StarHub will adopt a dynamic and forward-looking stance, poised to transform the industry landscape and service mindset in a brand new way. CultureStarHub Vision

To be Singapore's first choice for information, communications and entertainment services. StarHub Mission To provide every person, home and business in Singapore with world-class multimedia services and content StarHub Core Values ExCITe : Excellence, Creativity, Integrity, Teamwork. 2010 Milestones November \* Introduced Singapore's first solar-powered <https://assignbuster.com/mobile-phone-and-broadband-network/>

mobile base station enabled vehicle. September \* Introduced a broad range of home and business broadband plans along with a host of advanced media-rich value-added services over Singapore's fibre-based Next Generation Nationwide Broadband Network. July Adopted world's first smartphone signalling solution to further enhance network performance and improve end-user smartphone experience. \* Launched Singapore's first full DRM-free unified music store. May \* Made available Singapore's first microSIM card to support compatible mobile devices. \* Scored broadcast rights to the 2010 FIFA World Cup. March \* Commenced HSPA+ network upgrade to support up to 42. 2Mbps on the downlink. January \* Launched new mobile TV client to enhance TV viewing on smartphones. \* Partnered Golden Village and launched Singapore's first movie-ticketing service on television.