



MEDIA RELEASE

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MTC's Call-Me-Request Service Makes A Huge Difference

Namibia's leading Mobile Operator scores high on the social front by proactively acting and following best practice from the most advanced markets to bring technology services to its customer base.

[Windhoek, Namibia, 18 January 2010] – After one year in full commercial service, recent statistical results for the mobile operator's free Call-Me-Request service has shown that MTC customers make frequent use of the innovative service extended to its customer base and that it is a obvious valued added extra for those that use it.

During 2009, MTC customers have sent **116 million Call Me Requests** or in other words almost 100 Call-Me-Requests per customer over the year.

"The extensive use of this free service clearly facilitates communication to those customers who need more help than others or may be in a urgent situation with no airtime balance available" said Albertus Aochamub, MTC's Manager: Corporate Affairs.

The service, launched in May 2008, is a USSD* based service whereby a customer can send a USSD message which results in a third party receiving an SMS request to call that person back.

The Call-Me-Request is free to MTC customers, but is limited to 5 free Call-Me-Requests per subscriber per day. No airtime balance is required when a subscriber requests another MTC subscriber to return your call by typing *150*cell no# send.

Aochamub added “The easy to learn and understand function to make use of this free service is yet another innovate service offering from MTC that provide broad access to modern technology solutions that in turn offer direct social assistance to the Namibian public irrespective of their economic bracket”.

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***USSD**

Unstructured Supplementary Services Data (USSD) allows for the transmission of information via a GSM network. Contrasting with SMS, it offers real time connection during a session. A USSD message can be upto 182 alphanumeric characters in length. Unstructured Supplementary Service Data allows interactive services between a MS and applications hosted by the Mobile Operator. These messages are composed of digits and the #, * keys, and allow users to easily and quickly get information/access services from the Operator.

USSD messages are simple to form and easy to send. User can directly enter the ussd string and press call to send the message. A typical USSD message starts with a * followed by digits which indicate an action to be performed or are parameters. Each group of numbers is separated by a *, and the message is terminated with a #. The USSD gateway in turn can interact with external applications based on the USSD command. This allows access to number of value added services via USSD.

Characteristics of USSD:

- A USSD message can be up to 182 alphanumeric characters in length
- Unlike SMS, USSD is a session oriented service
- Simple and easy to send. No need to go into any menus and options. Just directly entered on the default mobile screen.
- USSD works on all GSM handsets of Phase II or later.
- There will not be any latency in request and response as we experience in SMS based services
- The functionality will be the same even while roaming as the USSD messages always routed back to Home HLR.
- USSD is supported by WAP, SIM Application Toolkit and CAMEL enabling scope for many applications.

- Works in two modes: pull mode and push mode

MTC Namibia

MTC (Mobile Telecommunications Limited) was established in 1995 as a joint venture between Namibia Post and Telecommunications Holdings (NPTH), Telia and Swedfund. During May 2004, NPTH concluded a deal that saw it hold 100 per cent of the shares in MTC by acquiring the 49 per cent held by Telia Overseas AB and Swedfund International AB. During 2006 the sale of 34% of MTC shares to Portugal Telecom was concluded for N\$1.34 billion while the Namibian government retains the remainder of the stake through NPTH.

MTC currently covers 98 per cent of the population of nearly 2 million citizens with more than 650 base stations and repeaters and offers a dual band 900/1800MHZ. The company also expanded its cellular coverage to all major towns in Namibia, including the major arterial roads. It further runs two modern MSC's (mobile switching centre) in Windhoek and Oshakati with capacity to accommodate rapidly rising number of customers of over 1.3 million active users. MTC also operates the only full service customer contact centre in Namibia dealing with service queries ranging from telephony, sms, fax, GPRS, data, voicemail and 3G/HSDPA. A staff of 367 persons serves a diverse market of both pre- and postpaid subscribers.

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