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Téléphonie mobile: nouvelle alliance paneuropéenne - sunrise renforce sa position sur la scène internationale

Zurich (ots) -

Neuf grands opérateurs européens de téléphonie mobile ont annoncé aujourd'hui la création d'une nouvelle alliance. Dans un premier temps, particuliers et utilisateurs commerciaux bénéficieront, dans toute l'Europe, de services vocaux et de données élargis. Outre sunrise, les membres fondateurs sont Amena (Espagne), O2 (Allemagne, Grande-Bretagne et Irlande), ONE (Autriche), Pannon GSM (Hongrie), Telenor Mobil (Norvège) et Wind (Italie).

La nouvelle alliance scellée hier à Munich englobe plus de 40 millions de clients et se concentrera, au début, sur les marchés nationaux des membres fondateurs. Le rapprochement vise l'introduction rapide, à l'échelle internationale, de produits et de services novateurs ainsi qu'une collaboration dans la technologie, l'approvisionnement et la vente.

«Grâce au nouveau partenariat, nos clients pourront utiliser les services avec la même simplicité, en Suisse comme à l'étranger. De plus, l'alliance représente une plate-forme idéale pour les clients commerciaux présents sur la scène internationale et désireux de proposer des prestations compétitives dans toute l'Europe», a déclaré Gert Rieder, COO sunrise Mobile, lors de la signature du contrat.

Accès simple et convivial aux services à l'étranger

Le développement de l'alliance prévoit un élargissement à de nouvelles régions clés pour permettre aux clients d'utiliser, où qu'ils se trouvent, les services auxquels ils sont habitués. Les membres de l'alliance répondent en cela au besoin des utilisateurs de pouvoir faire appel, chez eux comme à l'étranger, à des offres de qualité.

Au sein des réseaux partenaires, les clients bénéficieront d'une gamme de prestations introduite par paliers, notamment dans le domaine de l'accès aux services GPRS et MMS. L'accès simplifié par sélection abrégée à sa propre boîte vocale ou au service clientèle de son propre opérateur constitue également une nouveauté conviviale. L'alliance innove en outre en matière de prépaiement. Désormais, les clients Prepaid pourront en effet aussi recharger leur crédit de conversation à l'étranger, de manière simple et rapide.

Les clients commerciaux bénéficieront en particulier de l'introduction de plans tarifaires et de produits compétitifs, qui garantiront un accès simplifié et transparent aux services de l'ensemble du réseau de partenaires. Pour permettre aux clients de reconnaître aisément les membres de l'alliance et les services correspondants hors de leur pays d'origine, les futures prestations proposées seront pourvues d'une marque distinctive.

sunrise

sunrise est la marque détenue par TDC Switzerland AG, société résultant de la fusion entre les deux opérateurs de télécommunications diAx et sunrise. TDC Group détient 100% du capital-actions de TDC Switzerland AG. sunrise propose à sa clientèle les services de télécommunications les plus modernes dans les domaines de la téléphonie mobile, du réseau fixe et d'Internet. Le réseau de téléphonie mobile de sunrise possède l'infrastructure GSM

Dualband la plus moderne de Suisse et permet de couvrir déjà 97% de la population. Les 7000 kilomètres de son réseau en fibre optique haute performance permettent à sunrise de garantir des prestations de télécommunications de haute qualité à l'échelle nationale. Actuellement, sunrise emploie environ 2500 collaborateurs.

Amena

Amena is a member of Auna Group, the leading alternative telecom operator in Spain. Amena has more than 7.5 million customers and a market share of 21%. In the first two quarters of the year, Amena achieved 770,000 net adds, 42% of the market. Amena reported total revenues for year 2002 of 2.193 million euros. Amena is also leader in innovation being the first mobile operator in Spain to launch GPRS and MMS services, location-based and music services among others.

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mmO2

mmO2 has 100% ownership of mobile network operators in three companies - the UK, Germany and Ireland - as well as leading mobile Internet portal business. All of these businesses are branded as O2. Additionally, the company has operations on the Isle of Man (Manx Telecom) and owns O2 Airwave - an advanced, digital emergency communications service.

mmO2 was the first company in the world to launch and rollout a commercial GPRS (or 2.5G) network and has secured third generation mobile telephony ("3G") licences in the UK, Ireland and Germany. mmO2 has 18.7 million customers and some 11,750 employees and reported revenues for the year ended 31 March 2003 of £4.874 billion. Data represented 18.2% of total service revenues in the 12 months ending 30 June 2003.

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One

In October 1998, the communications company, ONE, launched Austria's only nation-wide GSM-1800 mobile telephony network. Besides mobile telephony, ONE also offers the Internet product i-ONE and the fixed-line solution f-ONE. At the end of June 2003, ONE had about 1,400 employees and more than 1.6 million customers (1.37 million mobile, 145,000 fixed line and 150,000 Internet customers). Turnover in 2002 amounted to €619.7 million. ONE has a network covering 98% of the population. ONE is the only mobile telephony operator to offer GPRS and HSCSD (ONE High Speed) in Austria. To date, ONE has invested €1.65 billion; €99 million in 2002. ONE (ONE GmbH) is owned by the German E.ON (50.10%), Telenor in Norway (17.45%), Orange (17.45%) and TDC in Denmark (15%).

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Pannon GSM

The Hungarian number two operator Pannon GSM has been operating in the Hungarian mobile market since November 1993. As of 2001, Telenor Mobile became its sole share holder. As of Q2 2003, the number of employees is 1558, serving 2.715 million subscribers. Pannon GSM's network is accessible in 99 % of the territory in Hungary.

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Telenor Mobil

Telenor Mobil is the leading supplier of mobile services in Norway. The company offers services in three mobile networks, and holds a UMTS license in Norway. Telenor Mobil offers a broad spectrum of advanced mobile services, ranging from m-commerce solutions to multimedia services (MMS) and data services GPRS/HSCSD).

As of Q2 2003, Telenor Mobil has 2.3 million customers, equivalent to 58% of the Norwegian market. The mobile penetration in Norway is approximately 88%. By the end of Q2 2003, the company had GSM roaming agreements with 200 mobile operators in 106 countries. The number of employees as of June 30 is 1326.

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Wind

WIND Telecomunicazioni SpA has instigated radical changes in the services on offer Italy and in the way it is marketed, with the aim of establishing new market standards: the integration of telephone services, the development of the Internet, a global response to the communications needs of people and businesses.

The Wind Group's brands focus on specific types of service: the "Wind" trademark is applied to mobile and convergent services, the "Infostrada" brand to fixed-line telephony, whilst "Libero" is the brand used for the Group's Internet services, and itNet supplies ad hoc Internet services and content for corporate customers. Wind was the first to launch MMS and the video over GPRS handsets.

WIND was the first in Italy to launch a trading on line service via WAP. New technologies such as WAP and GPRS, and the future i-mode™ and UMTS make a substantial contribution to the creation of new services and applications. Wind offers a particularly wide range of data transmission and Internet services, capable of satisfying the needs of all segments of the corporate market.

In February 2001, WIND became the first alternative operator of fixed-line telephony in Italy to provide access to local loop unbundling, offering the possibility to make fixed-line calls without the need to pay line rental. WIND was the first Italian operator, in May 2002, to launch Number Portability.

The Wind Group has chalked up other firsts: from its over 18,000 km of optical fiber backbone and 2,300 km of metropolitan area networks in over 30 cities, to Italy's leading portal with 600 million page views a month. The Company also boasts a widespread and innovative mobile network with about 6,000 base transmission stations. Overseas coverage is provided by numerous roaming agreements.

At June 30, 2003, Wind boasted a total of 30.6 million customers, including 7.5 million fixed-line customers (of which 3.3 million active), 9.2 million mobile users and 13.9 million Internet

subscribers.

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