

MTL rebrands service after WiMAX launch

Malawi Telecommunications Limited (MTL), a telecommunications services provider has repackaged and rebranded its consumer internet access services soon after unveiling a new wireless access technology that provides customers with broadband services an IP based Worldwide Interoperability for Microwave Access (WiMAX).

 By [Gregory Gondwe: @Kalipochi](#) ⁸ May 2012



Malawi Telecommunications Limited

MTL's acting chief executive officer, Elias Imaan made the announcement last week at the MTL headquarters in Blantyre marking the commercialisation of the technology.

"Customers can now enjoy wireless broadband internet access services at the comfort of their homes, offices or on the move through WiFi," declared Imaan.

MTL hopes to strengthen footprint

The company described the unveiling of the technology as another milestone in their portfolio of access technologies.

MTL hopes this will strengthen their footprint in the access and last mile connectivity networks to provide their data customers with modern broadband services.

Imaan announced at the event that the WiMAX facility will be rolled out in phases. The first phase was launched on 2 May 2012 and it now covers the Central Business Districts (CBDs) and some suburbs of Blantyre, Lilongwe and Mzuzu. The second phase which is scheduled for the last quarter of 2012 will fully cover Blantyre, Lilongwe and Mzuzu Cities before rolling out to other districts.

With WiMAX, Imaan says MTL has now three access technologies others being Code Divisional Multiple Access (CDMA) and Digital Subscriber Line (DSL).

Ensuring access to MTL's services

The company says the provision of these three facilities is to ensure that customers both businesses and individuals have access to MTL services wherever they are across the country, more so since WiMAX wireless services are easier and faster to deploy.

These services include and are not limited to internet and enterprise connectivity.

Repackaging and rebranding

With the new facility, Imaan also announced the repackaging and rebranding of its Consumer or Individual Internet Access Services.

"All along we have had different products from different technologies. LibertyNET was our internet access product from CDMA, HomeNET from DSL and our dialup service was called FreeNET. We have since simplified these for the convenience of our customers, repackaged them to one standard product and branded it MiNET," disclosed Imaan.

Since last week, onwards he said MTL Consumer Internet Access Products are going to be called MiNET

"MiNET provides customers with a choice of an internet solution dependent on their needs, taste and style said Imaan.

He described MiNet as a facility for people who are on the move and would like to access internet to browse or check mails wherever they are, whether in meetings, conferences, or airport.

"It is also for people who would like to surf the internet in the comfort of their homes together with their families," he said.

MTL announced that for customers to access MiNET, they will need an access gadget which is Dongle, Router or Modem and Access Voucher that contains a username and password.

He said all these are available in MTL Service Centres across the Malawi although for the mean time WiM powered services are only available in Blantyre, Lilongwe and Mzuzu Cities' Service Centres.

MiNET is sold at time based flat rates in denominations of one day, one week and one month with unlimited downloads.

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