



## MEDIA RELEASE

### Singapore's Largest Public Wireless "Hotzone" Covers Area the Size of 28 International Soccer Fields

**14 August 2002, Singapore** - StarHub, Singapore's leading info-communications provider, today announced the commercial launch of its first StarHub Wireless Broadband Hub at Suntec City.

Operating over an area of 180,000 square metres or about the size of 28 international soccer fields, StarHub Wireless Broadband Hub is Singapore's largest public wireless "hotzone" (see Editor's Note). This Cisco Systems-enabled "hotzone" covers –

- Suntec Singapore International Convention & Exhibition Centre (Levels one through six, including all meeting rooms, exhibition halls, concourse and gallery)
- All Fountain Terrace restaurants, Fountain Plaza, Koi and Bonsai Gardens.

Using the global wireless standard IEEE802.11b (or Wi-Fi), the StarHub Wireless Broadband Hub allows hundreds of customers to simultaneously connect to the Internet or their corporate data networks without being constrained by wires or cables. Customers will also be able to access their data at up to speeds of 11mbps.

"We are very excited about the vast opportunities that the StarHub Wireless Broadband Hub will bring to companies and individuals at Suntec. It will change the way people work, allowing them to hub effectively and productively while on the move," said Mr Kyong Yu, Senior Vice President, IP and Multimedia, StarHub. "This wireless "hotzone" will also lay the foundation for us to develop value-added wireless applications and optimised multimedia content that will free users from the office environment to a more flexible working lifestyle."



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"Suntec City has received international recognition as one of Asia's most impressive and successful commercial developments. We are now riding on the rapid waves of technology innovations to create a 'Wireless City' here for all our occupants and visitors," said Mr Wong Ah Long, Chief Executive Officer of Suntec City Development. "StarHub has laid an effective wireless broadband network in Suntec City, providing us with a 'backbone' to explore the integration of GPRS and 3G technologies to create a perfect environment for high-speed Internet accessibility and advanced wireless applications."

"With StarHub's wireless broadband service now available at Suntec Singapore International Convention and Exhibition Centre, we are able to offer a comprehensive range of wireless Internet services. These services will bring meetings, conventions and exhibitions at our venue to a new level while simultaneously offering endless communication and business opportunities to our customers," commented Mr Warren Buckley, Chief Executive Officer, Suntec Singapore International Convention and Exhibition Centre.

### **Data-Based Subscription Model**

As Singapore's first, StarHub has implemented a data-based subscription model for the wireless "hotzone" instead of the traditional time-based charging model. In data-based subscriptions, customers are billed according to the amount of data actually transmitted between their wireless laptops/PDAs and the wireless access point, rather than how long they stay connected to the wireless "hotzone".

Commenting on data-based charging, Mr Kyong Yu said "Wireless transmission speeds may vary throughout the day. With data-based charging, a user will now have an accurate reflection of how much data he receives via the wireless connection."



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The StarHub Wireless Broadband Hub subscription plans allow subscribers to access the Suntec "hotzone" as well as any other "hotzones" to be rolled out later in the year. Subscribers will also need an IEEE802.11b-compatible WLAN card in order to use the service. Interested parties should contact 1800 8257900 to subscribe to the service.

StarHub will continue to work with technology and building partners in Singapore to roll out other "hotzones" this year. In future, StarHub will upgrade its IEEE802.11b platforms to include future standards (e.g. IEEE802.11a, IEEE802.11g and IEEE802.1x). StarHub is also planning to integrate these localised wireless "hotzones" to StarHub's nation-wide GPRS/3G networks, allowing seamless interconnection between fixed wireless and mobile networks.

For more information, log on to <http://wirelesshub.starhub.net.sg>.

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### **About StarHub**

StarHub is a Singapore-based info-communications company providing a full range of information, communications and entertainment services over fixed, mobile and Internet platforms. It operates its own nation-wide broadband network that delivers multi-channel PayTV services, data services, voice services, and Internet access services. StarHub also operates its own GSM network that is fully upgraded for GPRS services.

Driven by a passion for listening and providing what customers want, StarHub endeavors to bring affordable and premium quality services with innovative and useful features to all its customers.

StarHub raises the level of competition in Singapore, challenging others as well as challenging itself, to constantly introduce new world-class services at competitive prices. This unwavering commitment will further strengthen Singapore's position as a leading info-communications hub in the region. Visit StarHub at [www.starhub.com.sg](http://www.starhub.com.sg) for your communications needs.

### **For press enquiries, please contact:**

Michael Sim

Corporate Communications

DID: (65) 6825 5188

HP: (65) 9859 0241

Fax: (65) 6721 5015

Email: [michaelsim@starhub.com.sg](mailto:michaelsim@starhub.com.sg)