

# In Touch

July 2013



## It's time to celebrate 22 years of Telecom!

### Postpaid



Sign up for 12 months on one of our Anytime plans & get a Samsung Galaxy Ace for \$20 per month\*

Buy any mobile and prepaid sim card in the same purchase this month and we'll give you **\$10 FREE CREDIT**

Specials valid for July 2013 while stocks last. \*Conditions apply

**50% off**  
**Cyber Booth**  
for the month of July

### Internet

Free Modem, Free Installation and **Free 1st month** rental for new Postpaid Broadband connection\*

up to **35% off** Selected Phones

### WIN! \$100 credit

Go into the draw to win \$100 credit on your landline account when you buy any landline phone



### WIN! Galaxy S3

Go into the draw to win a Samsung Galaxy S3 when you buy any mobile phone

## Telecom Cook Islands 1st in the World

On June 25th 2013 Telecom Cook Islands CEO Jules Maher and Satellite Engineering manager John Teiti attended the first launch for the global satellite constellation of the new O3B network in French Guiana. "The journey begins" with the first four Medium Earth Orbit (MEO) satellites launching to form the new constellation that will provide Telecom Cook Islands with fast internet service offering connectivity with fibre like performance. The constellation orbits the earth at roughly 8,000km above the earth compared to geo-sat orbiting at 36,000km. This reduction in distance means a dramatic change in latency, which is the amount of time taken for information to be sent from one location to another. Telecom Cook Islands Ltd will be the first customer in O3b's global portfolio of Telcos and ISPs to go live. The technology presents real

opportunity for communities in the Cook Islands to have access to fast, affordable Internet services that drive social and economic growth, lifting the ability of the Cook Islands to do business and offer advantages to the social sectors of health and education.



Launch site, French Guiana.

## Telecom Cook Islands Directory 2014



If you're listed in the phone book it is recommended you check your listing(s) and notify our Directory Sales Team of any amendments as soon as possible. If you're a business planning on advertising in the white or yellow pages, or an existing business wanting to make adjustments to your listing, please call 123 and ask to speak to one of our Directory Sales Team or come in and see us.

We have the largest selection of Mobile and Landline phones in the Cook Islands. Available at our main office in Parekura, Teleshop Avarua at the CITC complex and Teleshop Muri at the Pacific Village.

## TELECOM COOK ISLANDS

aims to be the #1 Telco under the Pacific Sun

### WHAT WE'VE DONE

#### March

- 50% off Internet excess for Value, Plus, Super and Mega plans;
- O3b Tier 1 installation in Aroa;
- Launch of the Telecom Traveller SIM card package for all visitors to the Cook Islands;
- Mauke Prepaid Internet installed.

#### April

- Mitiaro Prepaid Internet installed;
- 50% off Internet excess for Value, Plus, Super and Mega plans;
- Completed the first two receiving stations for O3B.

#### May

- New Broadband rates, all plans get more data (between 25% and 54% more);
- Lowered WiFi pricing;
- Public meeting in Mauke;
- National calls reduced 24%, from 50c to 38c per minute;
- National \$5 capped calls introduced;
- Prepaid Mobile calling reduced 22%, from 49c to 38c;
- TCL confirmed most affordable Broadband and Mobile among 12 Pacific nations.

#### June

- O3b launch of the first four satellites from French Guiana, South America;
- 3 public meetings in Aitutaki;
- Installed new mast in Penrhyn;
- Installed GSM Mobile service in Rakahanga and Penrhyn;
- New Redcom Slice (telephone switch) installed Penrhyn;
- Public meetings in Rakahanga, Penrhyn, Manihiki and Pukapuka;
- Prepaid Broadband installed in Penrhyn, Rakahanga, Pukapuka and Manihiki.

### WHAT'S COMING UP

#### July

- Telecom Cook Islands 22nd Anniversary;
- \$12 bonus top up;
- 50% off Cyber Booth;
- Broadband Promotion, free installation, free modem and the first month free;
- Up to 35% off selected phones;
- \$100 credit on your landline promotion;
- Careers Expo 2014
- Win Galaxy S3 competition.
- GSM in Ivirua and Tamarua, Mangaia.

#### August/September

- Atiu second GSM site installed with new mast to expand Mobile coverage;
- Digital Microwave link installed in Mitiaro;
- Install O3b antennas in the Southern Group.

#### Coming up

- O3b antennas installed on Aitutaki, Atiu, Mauke and Mangaia ready for fast internet from 1 November.;
- O3b's second set of four satellites are due to be launched, French Guiana in September.

#### Commitments to all stakeholders

(We first published these in November 2010 and they continue to guide our plans and activities). For as long as it is the sole provider of Telecommunication services to the Cook Islands, Telecom will;

1. Continue the trend of overall price reductions and/or delivering more value for the same price;
2. Maintain the trend of continuous improvements in internet services;
3. Provide mobile phone coverage to populous areas of the Cook Islands;
4. Continue improving performance in meeting its customer service standards;
5. Continue to invest in telecommunications infrastructure at a rate comparable to recent years.

Telecom Cook Islands thanks all our customers and appreciates your support as we continue our work to improve services throughout the Cook Islands.

Meitaki Maata



Jules Maher and John Teiti, O3B launch site

#### Kia Orana Customers

On 1 May we reduced prices for National calling, prepaid mobile calling, Wifi and broadband. As a result TCL's broadband and mobile prices are now the most affordable among 12 Pacific Island nations compared in a report compiled by Network Strategies, an independent NZ company. We celebrated this success with a \$10 bonus top-up for prepaid mobile customers on Friday 7 June.

This month is the 22nd anniversary of Telecom's formation so we celebrated again with another bonus top-up on 3 July. But this time prepaid mobile customers spent \$10 and received a total of \$22 credit to mark our 22 years of service to the Cook Islands. Take a look at our other great Anniversary specials on for the month of July - details in this newsletter.

On 25 June John Teiti (our Manager for Engineering & Satellite Services) and I watched the launch of O3b's first four satellites into space from French Guiana (at the top of South America). The atmosphere at the launch site was incredible - everyone was holding their breath as the thrusters ignited and the rocket took off in a huge cloud of smoke, flare of flames and deafening noise. It all went to plan and the first four satellites were delivered safely into their planned orbits around the earth. Testing has already begun with our antennae in Aroa tracking them as they fly overhead at 8,000 kilometres above the earth. The Cook Islands will be the first in the World to go live, so O3b's

engineers are working very closely with our technicians to make sure everything operates as it is designed to do. In another two months O3b's second set of four satellites are due to be launched from the same site in Kourou, French Guiana. Once these are placed into their allotted orbit space and tested, O3b can start delivering fast internet service to the Cook Islands and their other customers around the World. They have told us to expect full service to begin no later than 1 November (provided the second launch is also successful).

In the meantime, John Teiti and his team will be installing O3b antennas on Aitutaki, Atiu, Mauke and Mangaia so they can be ready to receive fast internet from 1 November. Mitiaro will also receive fast internet through a Digital Microwave Link with Atiu.

The month of June marked another two major milestones in the history of telecommunications in the Cook Islands - Rakahanga and Penrhyn now have new, full strength mobile phone (GSM) service, and Penrhyn has a new telephone switch. This means that all populated islands now have mobile phone service and new Internet Protocol telephone switches.

Take advantage of our Anniversary specials for the month of July, especially the internet connection special. Get connected in July and be ready for O3b fast internet just a few short months away.

Kia manuia

Jules Maher



New mast, Penrhyn.