



[HOMEPAGE](#)

[PERSONAL](#)

[BUSINESS](#)

[About Optus](#)

[HELP](#)

[Search...](#)



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[SINGTEL & OPTUS](#) [NETWORK COVERAGE](#) [COMMUNITY & ENVIRONMENT](#) [MEDIA CENTRE](#) [RURAL & REGIONAL](#) [SPONSORSHIP](#)

Media Centre

You are here: [Homepage](#) / [About Optus](#) / [Media Centre](#) / [Media Releases](#) / 2005

Media Releases

[2007](#)

[2006](#)

2005

[2004](#)

[2003](#)

[2002](#)

[2001](#)

[2000](#)

[1999](#)

Financial Results

Speeches and Reports

[OPEL](#)

Optus breaks 3G boundaries

14 Nov 2005

Optus today launched its 3G services in Sydney, Canberra, Melbourne, Brisbane's CBD and Adelaide and Perth airports.

Allen Lew, Managing Director, Optus Consumer said Optus had broken the 3G boundary differentiators not seen in the Australian market including two Australian firsts and two v

"We are the first Australian mobile operator to launch an always-on Instant Messaging (allowing users to have the same user experience on their mobile as on the PC," Mr Lew :

"Also launched today is Optus Wireless Connect – the first Australian datacard to offer se across GSM, 3G and WiFi networks.

"We will unveil a brand new interface called "MyZooNow" – an active, intuitive portal wh continually updated and pushed to mobile handsets. MyZooNow gives a level of person before.

"We are the first operator in the world to launch a network infrastructure featuring Nokia Radio Access Network (MO-RAN) technology, which allows for the easy sharing of radio :

"Optus 3G mobile services are simple, easy to use, and all about the customer. We hav that customers find frustrating about mobile data technology and evolved content and s premium level," Mr Lew said.

Optus will launch its 3G service with four simple capped plans and five great subsidised (

Services include high quality video streaming, new film clips and music which can be do handset directly. Making 3G video calls will be simple, allowing customers to video call t network in Australia and six mobile networks internationally.

"The key driver behind Optus' 3G launch has been the partnership model we have adopt worked hard with first class companies such as ABC, Azure, Bullant, Comverse, Legion, I MultiMap, Ninemsn, Nokia, Nortel and Soundbuzz to bring the best of the best in technol content to our customers," Mr Lew said.

The Optus difference, MyZooNow

Optus' 3G service features MyZooNow, a unique handset 'homepage' that displays infor has specifically requested. Fifteen individual content channels allow customers to person and play modes.

"MyZooNow challenges the status quo in user interfaces. Too often this requires custom complex technology and frustrates them with long download times. By contrast, MyZoo immediate, broadband-like experience that intuitively delivers consumers relevant conte fingertips," Mr Lew said.

Users can set up different preferences for work hours and after-work hours which will sw This means customers can have information such as stock quotes, currency news or bre to their mobile while they are working; or LiveTV, music and entertainment in their spar

MyZooNow is powered by two new network systems. The first is a content management which actively searches the web for breaking news from Optus' content providers. The s

alerts against users' personalised settings and only pushes relevant information to the handset. Optus also provides the new search functionality for both MyZooNow on 3G and Optus Zoo on the C

The second is a location based services (LBS) server which enables the network and certain services to identify the location of the customer. LBS powers the FindA service (maps and directions) and can be used to automatically change the MyZooNow mode based on the location of the customer.

Exclusive tie-up with Ninemsn for Mobile Instant Messaging (IM)

"Optus will be Australia's first provider of 3G IM through a partnership with Ninemsn. IM provides a more personalised way of communicating across all age groups and 3G makes it as efficient as talking through the PC with the added benefit of being able to talk to buddies wirelessly," Mr Le

Optus IM will be provided to customers free of charge as a promotional offer to Optus 3G customers with compatible handsets.

Optus Wireless Connect

Following the successful launch of 3G to businesses in Canberra in April this year, Optus has introduced a new concept of mobile networking with the Optus Wireless Connect service, making it even more reliable and optimal connection whilst on the move.

Optus Wireless Connect operates seamlessly on 3G, GSM and WiFi so that the customer always has the best available Optus access method and automatically connect the user.

Optus Wireless Connect offers corporate and government customers access to their private enterprise applications in a secure environment while on the run, which will improve productivity and efficiency.

Pricing – 3G mobile services

Four new capped plans will be available to consumers:

- \$49 cap (minimum spend \$49 with an included cap value of \$230) per month
- \$59 cap (minimum spend \$59 with an included cap value of \$280) per month
- \$79 cap (minimum spend \$79 with an included cap value of \$500) per month
- \$89 cap (minimum spend \$89 with an included cap value of \$560) per month

If small to medium businesses connect to any of the above plans, they can take advantage of 20c calls for 10 minutes between their fleet.

Pricing – Optus Wireless Connect services

Three new plans will be available for small to medium businesses, corporate and government consumers.

- \$49 cap (50MB data downloads) per month
- \$89 cap (500MB data downloads) per month
- \$129 cap (1.5GB data downloads) per month

Optus 3G handsets

Optus will start by offering the following 3G handsets:

- Nokia N70
- Nokia 6680
- Samsung Z500
- Sony Ericsson K600
- Samsung Z140

New handsets will be added to the range continually. Subsidised handsets are available

Optus Content Packs

In addition to the capped plans, a range of content packs are available to customers for free plus browsing charges. These include:

- Music pack
- News & Weather pack
- Lifestyle pack

Until 31 January 2006, Optus 3G customers can take advantage of a special launch promotion

not be charged any extra to use exciting new 3G data features such as Ninemsn Instant calling, WAP browsing on the new MyZooNow mobile interface and Optus' 3G content pa

Note to the Editor:

Optus Wireless Connect, a laptop datacard, is available today. Optus 3G mobile services MyZooNow and Mobile IM will be offered to consumers in the next two weeks.

On 19 November 2004, Optus and Vodafone were the first mobile operators in Australia agreement to build and operate a joint national 3G radio network. The initial build-out c base stations covering the six major capital cities is scheduled to be completed by March

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¹ From 1 February 2006, IM will be charged at 95 cents unlimited use per day or \$5.95 unlimited

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